

# Marketing

Bachelor of Science in Marketing

SCHOOL OF BUSINESS



Southern<sup>1</sup>  
New Hampshire  
University

# Go for the Strategic Sell

## Bachelor of Science in Marketing

Start building your professional portfolio and tailor your degree to your career interests with Southern New Hampshire University's bachelor's degree program in marketing.

### Online

You will learn from professionals in the field and may focus your program to fit your career goals by taking courses in focused areas of interest.

All students study general management, finance, organizational behavior, and information technology. You also can pair your marketing degree with one or two minors, in areas such as communication and psychology, for example.

### Career Outlook

You will graduate with a professional portfolio and a solid background in several areas, including:

- advertising
- market research
- product distribution
- retail management
- customer relations
- product/brand management
- purchasing
- sales

You will be prepared to work in such areas as executive retail management, professional sales, purchasing, advertising, research, product/brand management, product distribution, market research and customer relations. Marketing positions exist in a wide variety of corporate settings, including multinational corporations, independently owned local businesses and nonprofit organizations.

Students can tap into a large alumni network throughout their instructors and job searches. Employers who hire SNHU interns and graduates include:

- Anthem Blue Cross/ Blue Shield
- Fidelity Investments
- Print Savvy Marketing Group
- Lindt Chocolate
- Proctor & Gamble

### Major Courses

MKT 337	Marketing Research
MKT 345	Consumer Behavior
MKT 432	Strategic Marketing Planning
MKT/INT 433	Multinational Marketing

Choose any seven from the following:

ADV 263	Advertising Copy and Design
ADV 340	Advertising Media Planning
MKT 222	Principles of Retailing
MKT 229	Principles of Integrated Marketing Communications
MKT 230	Retail Sales Promotion
MKT 266	Services Marketing
MKT 270	Professional Selling
MKT 320	Sales Management
MKT 322	International Retailing
MKT 350	Ethical Issues in Marketing
MKT 360	Direct Marketing
MKT 378	Brand Communication
MKT 442	Retail Management
QSO 330	Introduction to Supply Chain Management

Five free electives

### Marketing electives include:

Cooperative Education Experiences, Direct Marketing, Multinational Marketing, Ethical Issues in Marketing, Retail Management, Advertising Campaigns and Advertising Media Planning.

### Accreditation

Accreditation Commission for Programs in Hospitality Administration  
American Culinary Federation Educational Institute  
Association of Collegiate Business Schools and Programs  
European Council for Business Education  
National Association for Sport and Physical Education  
New England Association of Schools and Colleges  
New Hampshire Postsecondary Education Commission  
New Hampshire State Department of Education for  
Teacher Certification  
North American Society  
for Sport Management

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