

Marketing

Bachelor of Science in Marketing

SCHOOL OF BUSINESS



Photo courtesy of Nathan L. Hanks Jr.

Southern
New Hampshire
University

Go for the Strategic Sell

Bachelor of Science in Marketing

If you're serving in the military, we know that you have the drive for success. Why not take the next step in your career and get a degree that will command attention?

SNHU is proud to offer all active duty service members a 34% discount off the regular undergraduate tuition.

Southern New Hampshire University has been a leader in military education since 2001 and now offers more than 50 accredited undergraduate and graduate degree and certificate programs online or at one of our continuing education centers in New Hampshire and Brunswick, Maine. SNHU is also a member/partner in the following programs:

- GoArmyEd / eArmyU
- AU-ABC (Air University – Associates to Bachelors to Completion)
- Navy College Distance Learning Partnership

SNHU Online has been ranked among the Top 15% of “Military Friendly” schools as determined by GIJobs.com.

No matter which branch of the military you serve in, a B.S. in marketing can give you the edge to advance in your MOS.

- Navy-MC, SH, YN
- Army-46Q, 46R, 46Z, 37F
- Coast Guard-YN
- Marines-4133
- Air Force-3N0X1, 3N0X2, 3M0X1

As a member of Servicemembers Opportunity Colleges (SOC, SOCAD, SOCNV, SOCCOAST), we are committed to serving military personnel and their families. We accept military tuition and veteran's educational assistance and offer federal and private loans.

Why Southern New Hampshire University?

- More than 50 accredited undergraduate and graduate degree and certificate programs
- Convenient and flexible
- Maximum transfer of credits and military training-DANTES, CLEP and Excelsior College Examinations
- Free preliminary and official transfer credit evaluation
- Six undergraduate terms of 8 weeks
- Four graduate terms of 11 weeks

- Cost Effective – NO undergraduate application fee; Accept all military tuition assistance, and veteran's educational assistance

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

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

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