

MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) – ONLINE DEGREE COMPLETION PROGRAM

Our program will provides a strong set of skills for students to become successful, ethical, and effective marketing leaders. Students gain the marketing knowledge, skills, and abilities to excel in a marketing career along with a foundation of technical and practical business skills in management, MIS, accounting, finance, economics, and operations.

Besides the fundamentals of marketing, students also learn practical skills that set them apart in both internships and entry-level positions. As a marketing student, you will learn:

- How to anticipate and satisfy consumer needs and wants
- Marketing research, product planning, pricing, promotion and distribution
- Concepts, functions and institutions of marketing
- Skills to analyze, formulate and implement marketing strategies
- Sales strategies and techniques
- How to use data to make marketing mix decisions
- Marketing analytics: Data analysis and interpretation skills as they are applied to market planning and strategy decisions.

RELATED LINKS

Marketing, BSBA Program Page (<https://www.sru.edu/academics/online-learning/online-degree-completion-ug-programs/>)

Marketing Fact Sheet URL (<https://www.sru.edu/documents/programs/factsheets/undergraduate/FS-Marketing.pdf>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)