

# BUSINESS: MARKETING: MARKETING ONLINE, BBA

The Marketing Online option provides an opportunity for students to complete the Marketing BBA degree at a distance. This option is ideal for returning students with some college credits who would like to complete the program in a flexible online format, with no on-campus attendance required.

Marketing facilitates exchanges between organizations and customers and is a critical, dynamic, and multi-faceted area of business. The marketing function is found throughout organizations and businesses from global enterprises to start-ups; for services such as healthcare and banking; for nonprofits and municipalities. Students may pursue a variety of careers in marketing including: Advertising/PR/Communication, Digital & Social Media Marketing, General Marketing, Marketing Research/Analyst, Merchandising/Buyer/Planner, Product/Brand Management, Sales/Business Development, Sports Marketing & Communication and Supply Chain Management.

In the marketing major, students learn the foundations of marketing—product, place, price, promotion—and how these concepts impact business strategy and execution in different industries and contexts, as well as the importance of relationships with customers and channel partners. Marketing professionals possess and develop a variety of skills including qualitative and quantitative analysis, critical thinking, creativity, communications, and problem solving. Graduates will be prepared to meet industry demand for marketing professionals who can generate effective marketing plans and apply analytical rigor to marketing decisions.