your degree
YOUR SCHEDULE.

REGIS UNIVERSITY
School of Management

BACHELOR OF SCIENCE IN MARKETING

DEGREE PROGRAM

This degree prepares students for success in the areas of advertising, marketing, promotions, public relations and sales. The program teaches the student how to coordinate market research, marketing strategy, sales, advertising, promotion, pricing, product development, brand management and public relations activities for their companies. This degree emphasizes a strategic managerial approach to integrated marketing while tying the theory of marketing to real world applications. Marketing is more important than ever before requiring analytical skills as well as intuition, logic and reasoning.

Sample Degree Requirements

Courses are offered online & in the classroom

General Core Studies (45 credit hours)

Foundational Courses (28 credit hours)

- AC 325 Accounting Principles and Management Concepts (4 credit hours)
- BA 300 Business Systems in a Sustainable Society
- BA/EC 335 Global Business Issues
- BA 366 Management Essentials
- BA 381 Legal Environment of Business
- EC 320 Principles of Macroeconomics
- EC 330 Principles of Microeconomics
- MKT 325 Marketing Principles
- MT 270 Introduction to Statistics

Advanced Major Requirements (30 credit hours)

- BA 465 Strategic Management
- BA 479 Managing Technology for Business Strategies
- BA 480E-W Issues in Management
- BA 493A Business Research
- BA 493B Senior Capstone
- BA 495E Ethical Decision Making in Business
- FIN 400 Business Finance
- MKT 425 Consumer Behavior
- MKT 429 Advertising and Promotion
- MKT 450 E-Marketing Fundamentals

Minor Optional (12 credit hours)

General Electives (13-25 credit hours)

- If a minor is completed: 13 credit hours
- If a minor is not completed: 25 credit hours

Total Degree Requirements = 128 credit hours

Certificates of Completion

Our undergraduate certificates provide you with credentials to help you achieve a promotion, update your skills, or change careers. All certificate courses can also be applied toward a degree. For a list of available certificates, visit Regis.edu/SOM.

Admission Requirements

- Completed application with $50.00
- Official transcripts from prior college(s)
- Prior college credit or equivalent work experience

To start your application and learn about additional admission requirements, visit Regis.edu/CPS/Apply-Now.

Tuition (2013-2014 Academic Year)

- Classroom Tuition: $435 per credit hour
- Online Tuition: $460 per credit hour

Financial Aid

In 2012-2013, Regis University provided more than $150 million in federal, state and institutional financial aid to its eligible students. To learn more about financial aid options, contact the Financial Aid Office at 800.568.8932 or visit Regis.edu/CPS/Financial-Aid.

Start Dates (2013-2014 Academic Year)

Courses are offered in 5- and 8-week formats

- Spring 8W1 Term 01/06/2014
- Spring 5W1 Term 01/06/2014
- Spring 5W2 Term 02/10/2014
- Spring 8W2 Term 03/03/2014
- Spring 5W3 Term 03/17/2014
- Summer 8W1 Term 05/05/2014
- Summer 5W1 Term 05/05/2014
- Summer 5W2 Term 06/09/2014
- Summer 8W2 Term 06/30/2014
- Summer 5W3 Term 07/14/2014

GET STARTED today.

800.944.7667
info@regis.edu
Regis.edu/SOM

Working with you one-on-one, your Regis enrollment counselor can help you decide which program is the best fit for your goals, what options can save you time and money and assist with the online application process.

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SCHOOL OF MANAGEMENT

fact sheet