



Bachelor of Science in Marketing



PennState
World Campus

A world of possibilities.
Online.

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“Marketing is the science of making people happy! As such, it is needed by the private sector, public policy makers, and not-for-profit organizations alike in order to develop effective business strategies, plans, and programs. In this AACSB–accredited, innovative, and unique online marketing degree program, you can acquire contemporary marketing knowledge and practical business skills to place yourself in a number of rewarding business careers within today’s knowledge-based world economy. I enthusiastically recommend this program to members of the corporate world at every level.”

—Erdener Kaynak, Ph.D.
Professor of Marketing
Program Coordinator, Bachelor of Science
in Marketing

Bachelor of Science in Marketing

Penn State's Bachelor of Science in Marketing is a 120-credit program designed to provide you with a solid foundation in the field of marketing. It is one of only a few marketing degrees that you can earn from an AACSB-accredited business school that are completely delivered online. AACSB accreditation, awarded to less than 5% of business schools worldwide, is the highest recognition that a business school can receive. This seal of excellence signifies that you have received a superior education from a program that has met the industry's most stringent educational standards.

This Penn State marketing degree joins other Penn State online bachelor's degree programs consistently ranked in the top 10 Best Online Programs by *U.S. News & World Report*. With your successful completion of this program, you can gain the skills, credentials, and confidence you need to stand out in interviews and the workplace.



Curriculum

Marketing is an evolving subject area. That is why Penn State takes a holistic approach to its marketing program. Our curriculum blends the disciplines of traditional marketing with new trends, to deliver a learning experience that is relevant, comprehensive, and innovative.

Your marketing studies will include course work in retailing, advertising and sales promotion, business-to-business and global marketing, research, e-commerce, and more. To appreciate how businesses operate, you will also complete business-focused courses in such disciplines as business strategy, supply chain, information systems, and finance. A final capstone project allows you to leverage your skills to research and develop a fully integrated, comprehensive strategic marketing plan.

In this marketing program, our curriculum emphasizes some of the most stringent learning outcomes in the industry. Upon graduation, you should be able to:

- › understand the concepts and techniques of marketing as they apply to modern organizations
- › apply your knowledge in the different environments in which marketing programs, plans, and strategies are formulated and implemented
- › use the business analytics tools necessary to assist brick-and-mortar, hybrid, and online marketing operations of companies
- › develop and implement a business marketing plan

View a full list of learning outcomes and course offerings at:

worldcampus.psu.edu/bsmarketing





Position Yourself for a Brighter Future

At the heart of every business venture is an idea—a product or service that meets the needs of customers. Nearly every business relies on marketing to take that idea and help it grow into a successful brand.

The field of marketing offers a tremendous opportunity for analytical, creative problem-solvers who thrive in team-based environments. Due to the driving demand for marketing professionals, acquiring your degree through Penn State World Campus can expand your opportunities for employment across a wide range of marketing-related disciplines.

Areas of potential employment include:

- › marketing management
- › sales management
- › advertising and public relations
- › marketing research
- › retailing
- › public policy/consumer affairs
- › fundraising
- › business-to-business
- › social marketing

With the Bachelor of Science in Marketing from Penn State, you can be better prepared to pursue a rewarding career in marketing or continue your education at the graduate level.

Frequently Asked Questions

Why is Penn State World Campus the best choice for me?

Flexibility and convenience:

Penn State knows that adults need flexible and convenient learning options to continue meeting their professional and personal commitments. As job responsibilities grow increasingly complex and family schedules become more hectic, online education enables you to study at times and locations that are convenient for you.

Reputation:

Penn State is universally regarded as one of the finest educational institutions in the United States. Putting a Penn State degree or certificate on your résumé is a great way to prove to current and potential employers that you are a well-educated professional, and to broaden your career options.

Accreditation

Penn State is accredited by the Middle States Commission on Higher Education and has an outstanding reputation as a research and teaching university. Our courses are also accepted by most other colleges and universities in fulfillment of their requirements.

Is this the real Penn State?

Yes. Penn State values online education as highly as it does resident instruction. The credits you receive are the same as those awarded to on-campus students. No distinction will be made on your official Penn State transcript or diploma that your courses were completed at a distance.

How will I interact with my instructor and other students?

You will be part of a group of students in each course in this program, and we use a variety of means to bring students and instructors together, including asynchronous electronic threaded discussions on the course website and email.

What types of student support are available?

Penn State has developed a nationally recognized support system for students who are geographically removed from campus. With our amazing team of academic advisers, technical support experts, customer service representatives, and Penn State instructors, we'll help you get where you want to go—successfully—through distance education.

Begin Your Application Today

How to Begin

1. For the Bachelor of Science in Marketing, visit: worldcampus.psu.edu/bsmarketing
2. Click the "Apply Now" button to access your application.

General Admission Requirements

To apply to the bachelor's program, you need to be a high school graduate or have obtained a GED.

Deadlines

Please visit your program's "How to Apply" page for application deadlines.

Necessary Documentation for Application Portfolio

- › official high school transcripts or GED transcript
- › official military transcripts (if applicable) and/or official college or university transcripts, if you attended another institution
- › TOEFL or IELTS score (if applicable)

Please visit our website for a more detailed description of the requirements and application procedure: worldcampus.psu.edu/admissions

Did You Know?

- › Penn State World Campus consistently places in the top 10 in *U.S. News & World Report* rankings for having the Best Online Bachelor's Programs.
- › Penn State has aligned its online programs, student support services, policies, and procedures to support military personnel, veterans, and military family members.



- › Penn State World Campus has enrolled students from all 50 states and all 7 continents.

Contact Us

Admissions Questions

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814-863-5386

worldcampus.psu.edu/admissions



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