MARKETING

PURSUE A FUTURE IN THE WORLD OF MARKETING!

The Bachelor of Science in Marketing from Post University offers the insights, tools, and skills you could use to pursue a career in the world of advertising and marketing. In this program, you will be given the opportunity to explore the world of marketing and what it takes to create, manage, and maintain campaigns that encourage customers to become brand ambassadors. You could use this opportunity to develop the skills you need to pursue professional opportunities in corporate communications, advertising, public relations, marketing, and more.

BACHELOR OF SCIENCE IN MARKETING

OFFERED ONLINE AND ON CAMPUS.

In addition to current marketing theory and best practices, this well-rounded program explores traditional and emerging technologies affecting the marketing industry. Combining business and marketing coursework, the curriculum for the 120-credit-hour program covers financial accounting, macroeconomics, microeconomics, marketing management, market research, consumer behavior, and more. You will also have the opportunity to customize your education to your goals with one of these seven concentration options:

- **Digital Marketing**
- **General Marketing**
- **Integrated Marketing Communications**
- **International Marketing**
- **Market Research & Analytics**
- **Sales Management**
- **Sport Management**

Post UNIVERSITY® EST.1890

Your BHMT-Approved Education Provider

Post University is institutionally accredited by the New England Commission of Higher Education (NECHE). The information printed in this material is accurate as of January 2024. For the most up-to-date information about admission requirements, tuition, scholarships, and more, visit Post.edu.