

Now Accepting Applications... Apply Today!



# Bachelor of Science in Marketing

12-18 MONTH PROGRAM.\* 8-WEEK TERMS. ENROLL NOW!



## CONVENIENT

Easy application process and NO application fees! 8-week accelerated courses online, seated or in a hybrid format. Available at all 10 campus locations.



## FLEXIBLE

Complete coursework at your pace with a full-time or part-time schedule. Multiple start dates and finish in as little as 12-18 months.\*



## AFFORDABLE

Maximize your transfer credits. Tuition is benchmarked against private institutions and there are minimal fees. Plus, financial aid and scholarships are available.



## EXPERIENCED

Our engaging faculty have real-world professional experience to ensure you are challenged and supported through practical coursework.

## Marketing Career Options

- Product Research and Development
- Product or Service Sales
- Advertising Sales Agents or Manager
- Event Planning
- Social Media Manager
- Marketing Director
- Public Relations and Fundraising Manager

### AVERAGE GROWTH RATE

**6%** ADVERTISING, PROMOTIONS & MARKETING MANAGERS (better than average)

**9%** PUBLIC RELATIONS & FUNDRAISING MANAGERS (better than average)

*\*This does not include required general education courses, as this may differ per student based on what they are able to transfer in to the program.*



# Bachelor of Science in Marketing

## Admissions Criteria

- Complete our FREE application
- Official transcripts from previous institutions
- 21 years of age or approved age waiver
- Background check

## Why Wesleyan?

- Programs designed for adult learners
- Dedicated, supportive advisors to guide you through your educational journey
- 6 starting points
- Seamless transfer credit policies
- Faculty with real world experiences; course content that can be directly applied to current employment
- Learning outcomes build necessary industry skills such as understanding customer needs, developing products, creating and implementing plans and marketing activities.

## MAJOR REQUIREMENTS

| Courses   | Credits | Courses                             | Credits |
|---|---------|-------------------------------------|---------|
| <b>ACC-201:</b> Financial Accounting                | 3       | <b>MKT-318:</b> Consumer Behavior   | 3       |
| <b>BUS-206:</b> Principles of Management            | 3       | <b>MKT-319:</b> Retailing           | 3       |
| <b>BUS-308:</b> Organizational Behavior             | 3       | <b>MKT-320:</b> Services Marketing  | 3       |
| <b>ECO-212:</b> Principles of Micro Economics       | 3       | <b>MKT-321:</b> Internet Marketing  | 3       |
| <b>ENG-304:</b> Business Communications             | 3       | <b>MKT-322:</b> Marketing Research  | 3       |
| <b>MAT-213:</b> Elementary Statistics               | 3       | <b>MKT-482:</b> Marketing Capstone  | 3       |
| <b>MKT-205:</b> Principles of Marketing             | 3       | <b>MKT-495:</b> Topics in Marketing | 3       |
| <b>MKT-317:</b> Integrated Marketing Communications | 3       |                                     |         |

For more information, contact:

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