

Bachelor of Science in Marketing



A Marketing Degree that Combines Strategy and Technology

Embracing technology and a skills-based approach, Wilmington University's bachelor's degree in Marketing will help launch your marketing career. You'll learn to apply advanced marketing strategies in using market analytics, integrated communications and the latest marketing technology to meet your organization's goals.



Choose a Bachelor's Degree in Marketing with Optimal Versatility

The need for qualified marketing professionals increases with globalization.

The Wilmington University bachelor's degree in Marketing prepares you for a career as a marketing analyst, public relations professional, digital marketing specialist or marketing manager in your choice of industry.



Digital Marketing and Google Analytics—Built Into Your Marketing Degree

There's nothing like two-for-one. You can earn a Digital Marketing certificate while fulfilling your requirements for the bachelor's degree in Marketing. Or get your Marketing degree and a certificate in Nonprofit Management. PLUS—you can take courses that qualify you for Google Analytics certifications as part of your Marketing degree program.



Hands-On Marketing Degree Builds Your Skills and Resumé

Employers value work experience, such as performing marketing analytics, building websites or running social media campaigns. Gain an edge on the competition by honing these skills through both Marketing courses AND optional internships or cooperative education experiences.



40 courses 120 total credits
Finish your Marketing degree faster by transferring credits.

\$1,170
per course

Cost of a typical 3-credit course taken at our **New Castle campus** or **online**



Classes start every 8 weeks



WILMINGTON
UNIVERSITY™

BUSINESS

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General Education Requirements (48-49 Credits)

<input type="checkbox"/> CTA 326 Integrating Excel into Business Problem Solving	<input type="checkbox"/> MAT 205 Introductory Survey of Mathematics
<input type="checkbox"/> ECO 105 Fundamentals of Economics	<input type="checkbox"/> PHI 100 Introduction to Critical Thinking
<input type="checkbox"/> ENG 121 English Composition I	<input type="checkbox"/> PSY 101 Introduction to Psychology <i>or</i>
<input type="checkbox"/> ENG 122 English Composition II	<input type="checkbox"/> SOC 101 Introduction to Sociology
<input type="checkbox"/> ENG 131 Public Speaking	<input type="checkbox"/> Humanities Electives (6 Credits)
<input type="checkbox"/> ENG 310 Research Writing	<input type="checkbox"/> Natural Science Elective (3 or 4 Credits)
<input type="checkbox"/> HIS 381 Contemporary Global Issues	<input type="checkbox"/> Free Electives* (9 Credits)

Business Core (39 Credits)

<input type="checkbox"/> BAC 101 Accounting I	<input type="checkbox"/> BBM 402 Strategic Management ✓
<input type="checkbox"/> BAC 102 Accounting II	<input type="checkbox"/> BMK 305 Marketing
<input type="checkbox"/> BBM 201 Principles of Management	<input type="checkbox"/> FIN 305 Financial Management ✓
<input type="checkbox"/> BBM 301 Organizational Behavior** ✓	<input type="checkbox"/> MAT 312 Business Statistics ✓
<input type="checkbox"/> BBM 320 Business Communications ✓	<input type="checkbox"/> Business Electives (9 Credits)
<input type="checkbox"/> BBA 301 Intro to Business Analytics	

Marketing Core (33 Credits)

<input type="checkbox"/> BLA 303 Legal and Ethical Environment of Business ✓	<input type="checkbox"/> BMK 413 Marketing Management ✓
<input type="checkbox"/> BMK 308 Global Marketing ✓	<input type="checkbox"/> BMK 471 Mobile Marketing ✓
<input type="checkbox"/> BMK 320 Consumer Behavior** ✓	<input type="checkbox"/> BMK 480 Experiential Learning in Marketing <i>or</i>
<input type="checkbox"/> BMK 321 Marketing Research ✓	<input type="checkbox"/> BMK 490 Marketing Internship
<input type="checkbox"/> BMK 400 Social Media Marketing** ✓	<input type="checkbox"/> MIS 320 Management Information Systems ✓
	<input type="checkbox"/> Marketing Electives (6 Credits)***

In addition to the Business and Marketing cores, students may elect to complete ONE of the following concentrations:

Digital Marketing Concentration (9 Credits)

The three courses listed below will replace marketing and business electives.

<input type="checkbox"/> DSN 210 Basic Photoshop <i>or</i>	<input type="checkbox"/> BMK 355 Internet Marketing
<input type="checkbox"/> BBA 440 Web and Social Media Analytics	<input type="checkbox"/> BMK 300 Design for Marketing

Nonprofit Management Concentration (15 Credits)

The courses listed below will replace marketing and business electives.

<input type="checkbox"/> NFP 301 Intro to Nonprofit Agencies	<input type="checkbox"/> NFP 303 Foundations of Fiscal Management for Nonprofit
<input type="checkbox"/> NFP 302 Management of the Nonprofit Organization	<input type="checkbox"/> NFP 304 Advocacy and Public Policy

Plus one of the following***:

<input type="checkbox"/> FIN 331 Finance for Nonprofit	<input type="checkbox"/> SPM 309 Sport and Athletics Fundraising
<input type="checkbox"/> HRM 361 HRM in Public and Nonprofit Organizations	
<input type="checkbox"/> NFP 307 Fundraising for Nonprofits	

✓ = Typical Completion Degree Course

* Students with fewer than 16 transfer credits are required to take FYE 101 First Year Experience Seminar as one of their electives.

** Also available as a co-op.

*** Students may substitute any program-specific course for an alternate NFP course of their choosing or an internship.

Students must choose from the following courses: BMK 300, BMK 306, BMK 310, BMK 355, BMK 366, BMK 410, BMK 490, or SPM 407.

The prerequisite for BMK300 will only be waived for Digital Media students.

Apply a Dual-Credit Certificate® to your degree!

Earn a career-boosting certificate and get credit toward a WilmU degree at the same time! Most WilmU certificates can be completed entirely online in just one year.

Related Dual-Credit Certificates:

- Digital Marketing
- Entrepreneurship/Small Business Management
- Human Resource Management
- Marketing Analytics
- Nonprofit Management

Already have an associate degree?

A WilmU completion degree provides just the courses you need to earn your bachelor's degree.

Look for the ✓ to see typical completion degree courses.



Wilmington University's College of Business has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE).

Get Started Today at
wilmu.edu/Apply



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