

BACHELOR OF SCIENCE IN MARKETING

Description and Outcomes

The Bachelor of Science in Marketing is designed to equip you with the knowledge and skills to thrive in today's fast-paced and competitive business environment. You will develop critical thinking, analytical, and creative problem-solving skills, which are essential for understanding consumer behavior and developing effective marketing strategies. As technology continues to reshape how businesses engage with customers, the program will train you on key tools, such as digital marketing platforms, data analytics, and customer relationship management (CRM) systems. You will learn how to leverage data-driven insights to design campaigns, measure performance, and optimize results. Graduates will be well-positioned to pursue careers in areas such as brand management, market research, digital marketing, and advertising.

Graduate Program Pathways

If you are interested in earning both a bachelor's and master's degree, consider a graduate program pathway (<https://catalog.purdueglobal.edu/undergraduate/graduate-program-pathways/>).

Program Length

The Bachelor of Science in Marketing program consists of a minimum of 180 quarter credit hours. Upon successful completion of the program, you will be awarded a bachelor of science degree.

Program Outcomes

Discipline-Specific Outcomes

1. Communicate effectively in professional business and marketing contexts.
2. Apply qualitative, quantitative, and analytical tools to support marketing decisions.
3. Design integrated strategies using traditional, digital, and artificial intelligence (AI)-driven platforms.
4. Analyze consumer behavior and market trends to guide ethical marketing practices.
5. Collaborate across business functions using management, accounting, and legal principles.
6. Demonstrate critical thinking and innovation in solving marketing challenges.

General Education Literacies and Professional Competencies

In addition to the discipline-specific outcomes, general education literacies and professional competencies are integrated throughout your academic program. You can review the general education literacies and professional competencies associated with your academic program in the General Education and Professional Competency Requirements (<https://catalog.purdueglobal.edu/undergraduate/general-education-professional-competency-requirements/>) section of this Catalog.

Program Availability

For program availability, please refer to the U.S. State and Other Approvals (<https://catalog.purdueglobal.edu/policy-information/university-information/accreditation-approvals-memberships/>) section

and Program Availability Information (<https://www.purdueglobal.edu/catalog-program-availability-info.pdf>).

Policies

Certification, State Board, and National Board Exams

Certification and licensure boards have state-specific educational requirements for programs that lead to a license or certification that is a precondition for employment. Prospective and current students must review Purdue Global's State Licensure and Certifications (<https://www.purdueglobal.edu/about/accreditation/licensure-state-authorizations/>) site to view program and state-specific licensure information.

Licensure-track programs may limit enrollment to students in certain states; please see Purdue Global's Program Availability Information (<https://www.purdueglobal.edu/catalog-program-availability-info.pdf>) to determine enrollment eligibility.

You are responsible for understanding the requirements of optional certification exams. Such requirements may change during the course of your program. You are not automatically certified in any way upon program completion. Although certain programs are designed to prepare you to take various optional certification exams, Purdue Global cannot guarantee you will be eligible to take these exams or become certified. Your eligibility may depend on your work experience, completion of education and/or degree requirements, not having a criminal record, and meeting other certification requirements.

Degree Plan

The  icon appears in the title of traditional courses that are also available as a set of module courses. Module course availability may be limited to certain academic calendars. See Course Types (<https://catalog.purdueglobal.edu/policy-information/university-information/approach-to-learning/>) for information about module courses.

Program Requirements

Code	Title	Credits
Core Requirements		
BU224	 Microeconomics	5
CM107	 College Composition I	5
CM220	 College Composition II	5
CS212	 Communicating Professionalism	5
MM255	 Business Math and Statistical Measures	5
100/200 Level	Arts and Humanities Requirement ¹	5
100/200 Level	Mathematics Requirement ¹	5
100/200 Level	Science Requirement ¹	5
100/200 Level	Social Science Requirement ¹	5
Total Core Requirements		45
Major Requirements		
AC114	 Accounting I	5
AC116	 Accounting II	5
MT140	 Introduction to Management	5
MT217	 Finance	5
MT219	 Marketing	5
CM410	Organizational Communication	6

LS311	🌐 Business Law	6
MT355	🌐 Marketing Research and Analytics	6
MT357	Digital Marketing Platforms and Strategy	6
MT358	Social Media Marketing and AI Optimization	6
MT359	Integrated Marketing Communications	6
MT362	Artificial Intelligence Applications for the Marketing Professional	6
MT450	🌐 Brand Management Strategy	6
MT453	Professional Selling	6
MT459	Consumer Behavior	6
MT494	Bachelor's Capstone in Marketing	6
Total Major Requirements		91
Open Elective Requirements		
Open Electives		44
Total Open Elective Requirements		44
TOTAL CREDITS		180

¹ For options to fulfill this requirement, see the corresponding literacy in General Education and Professional Competency Requirements (<https://catalog.purdueglobal.edu/undergraduate/general-education-professional-competency-requirements/>).