

# Marketing

AT COLUMBIA COLLEGE



Marketing is everywhere. Learn about marketing strategy as well as tools for digital and social media marketing, research and analytics, advertising and branding.

## Potential career paths

- ▶ Advertising
- ▶ Digital Marketing
- ▶ Marketing Management
- ▶ Marketing Research & Analytics
- ▶ Public Relations
- ▶ Social Media Marketing

## Columbia College offers:

- ▶ Tutoring
- ▶ Internship opportunities
- ▶ Lifelong career support

## B.S.

The Robert W. Plaster School of Business offers a Bachelor of Science in Marketing. All of our business programs provide a solid foundation in business theory and practice and are designed to be relevant to an array of business careers.

Complete a total of 120 credit hours including a program of general education (39-42 hours), business core (45 credit hours) and Marketing courses.

Coursework includes:

### REQUIRED COURSES

- Digital Marketing
- Strategic Marketing
- Consumer Behavior
- Marketing Research & Analytics

### POSSIBLE ELECTIVE COURSES\*

- Advertising & Sales Promotion
- Social Media
- Strategic Sales & Customer Experience Management
- Global Marketing

*This degree includes 45 credits in business core courses in key areas of management, marketing, accounting, economics, finance and others. Please see Core Requirements in catalog for details.*

*\*Partial list, see website for full elective coursework*



**In 2017–18, the greatest numbers of degrees were conferred in the fields of business.\***

*\*National Center for Education Statistics (NCES)*



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