



MARKETING

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (B.S.B.A)

If you have a passion for crafting creative campaigns and identifying trends, marketing is perfect for you! Explore endless opportunities in a global marketplace.

The best marketing undergraduate programs prepare students with the analytical and professional skills needed for a career in private industry, service organizations, government agencies, or their own business. This major prepares students for several high-demand and profitable marketing career opportunities. There's a vast range of careers, including professional sales, digital marketing, advertising, brand management, supply chain management, sports, and more!

OPPORTUNITIES AT KING'S COLLEGE

The B.S.B.A. with a concentration in Marketing is designed to foster a detailed understanding of the marketing field and its role in business.

Students are encouraged to participate in internship opportunities. Students are also welcome to use their elective credits to add a second major or minor from other McGowan School of Business programs or arts and sciences majors.

Achieve a concentration or minor in Mass Communications. This offers students the opportunity to gain a further understanding of the role of media in society, along with specialized knowledge in advertising, brand communications, social media, and visual communications.

The marketing program is accredited by AACSB International - The Association to Advance Collegiate Schools of Business. AACSB Accreditation is the hallmark of excellence in business education and has been earned by less than 6% of the world's business programs.



**KING'S
COLLEGE**
TRANSFORMATION. COMMUNITY. HOLY CROSS.

CAREER OPPORTUNITIES

The King's College marketing program helps develop the skills students need to be successful in a variety of marketing related careers by having them participate in industry-related simulations, group projects, classroom activities, and a career-focused curriculum.

Our graduates work for a wide variety of organizations including ADP, Benco Dental, Cintas, Enterprise, InterMetro, NFL, MLB, and more! Some other roles in marketing include:

- advertising
- consumer goods marketing
- digital marketing
- professional sales
- retail management

DEGREE REQUIREMENTS

Below is a sample of courses offered in this program. For a complete list of programs and courses, see our Degree Requirements online.

MATH 123	Finite Mathematics & Business Analytics
CIS 110	Intro to Business Information Systems
ECON 111	Principles of Economics: Macro
ECON 112	Principles of Economics: Micro
ECON 221	Statistics and Predictive Analytics
IB 241	Globalization
MSB 100	Introduction to Business
MSB 110	Introduction to Financial Reporting
MSB 120	Intro to Management Control and Planning
MSB 200	Principles of Management
MSB 210	Principles of Marketing
MSB 220	Financial Management
MSB 240	Business Law I
MSB 250	Business Communication and Mentoring
MSB 287	Business Ethics
MSB 305	Organizational Behavior
MSB 400	Professional Seminar
MSB 480	Strategic Management
MKT 315	Consumer Behavior
MKT 325	Sports Marketing
MKT 330	Selling Strategies
MKT 350	Principles of Advertising
MKT 360	Digital Marketing
MKT 385	Global Supply Chain Management
MKT 390	International Marketing
MKT 450	Marketing Research
MKT 480	Marketing Management
MKT 480L	Marketing Management Lab
CARP 412	Career Planning II



\$156,580

MEDIAN ANNUAL SALARY FOR
ADVERTISING, PROMOTIONS &
MARKETING MANAGERS

8%

OVERALL EMPLOYMENT GROWTH
FROM 2023-33

*Statistics provided by U.S. Bureau of
Labor Statistics*

CONTACT US

Amy Parsons, Ph.D.

Professor of Marketing
Chair

Business & Management Department
amyparsons@kings.edu

Office of Admission

admissions@kings.edu
(570) 208-5900

kings.edu/marketing