

# Bachelor of Science in Marketing



## A Marketing Degree That Combines Strategy and Technology

Embracing technology and a skills-based approach, this marketing degree program will help launch your career. You'll learn to apply advanced marketing strategies, 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. Wilmu's B.S. 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 a two-for-one opportunity. You can earn the Digital Marketing Certificate or the Nonprofit Management Certificate while fulfilling the requirements for the bachelor's degree in marketing. And you can take courses to qualify for Google Analytics certifications as part of your B.S. in Marketing program.



### Hands-On Marketing Degree Builds Your Skills and Resume

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 coursework AND optional internships or cooperative education experiences.

Get started today at [wilmu.edu/Apply](https://wilmu.edu/Apply).



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

**\$1,227**  
per course

Cost of a typical 3-credit course



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
<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 checked="" type="checkbox"/>
<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 checked="" type="checkbox"/>
<input type="checkbox"/> BBM 301 Organizational Behavior** <input checked="" type="checkbox"/>	<input type="checkbox"/> MAT 312 Business Statistics <input checked="" type="checkbox"/>
<input type="checkbox"/> BBM 320 Business Communications <input checked="" type="checkbox"/>	<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 checked="" type="checkbox"/>	<input type="checkbox"/> BMK 413 Marketing Management <input checked="" type="checkbox"/>
<input type="checkbox"/> BMK 308 Global Marketing <input checked="" type="checkbox"/>	<input type="checkbox"/> BMK 471 Mobile Marketing <input checked="" type="checkbox"/>
<input type="checkbox"/> BMK 320 Consumer Behavior** <input checked="" type="checkbox"/>	<input type="checkbox"/> BMK 489 Experiential Learning in Marketing or <input type="checkbox"/> BMK 490 Marketing Internship
<input type="checkbox"/> BMK 321 Marketing Research <input checked="" type="checkbox"/>	<input type="checkbox"/> MIS 320 Management Information Systems or <input type="checkbox"/> BMK 410 Integrated Marketing Communications <input checked="" type="checkbox"/>
<input type="checkbox"/> BMK 400 Social Media Marketing** <input checked="" type="checkbox"/>	<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 four courses listed below will replace marketing and business electives.

<input type="checkbox"/> DSN 210 Basic Photoshop	<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 <sup>†</sup>

### 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:<sup>††</sup>

<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 must choose from the following courses: BMK 300, BMK 306, BMK 307, BMK 355, BMK 366, BMK 410, BMK 490 or SPM 407.

<sup>†</sup>The prerequisite for BMK 300 (BMK 305) will only be waived for Digital Media students.

<sup>††</sup>Students may substitute any program-specific course for an alternate NFP course of their choosing or an internship.



## Dual-Credit ADVANTAGE™

SAVE TIME & TUITION

You can apply selected courses (and their credits) in this degree program to a variety of Wilmu certificate programs, allowing you to earn a resume-boosting certificate and your bachelor's degree simultaneously. Learn more at [wilmu.edu/DualCredit](http://wilmu.edu/DualCredit).

### 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.

*Prerequisite and additional courses not listed here may be required.*

### Have questions? We're here to help!

Academic Recruiters

(302) 213-3916  
 [recruiting@wilmu.edu](mailto:recruiting@wilmu.edu)



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!

[wilmu.edu/Apply](http://wilmu.edu/Apply)



BUSINESS

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