

# Bachelor of Science in Business with Marketing Certificate



Approx. program length:

**4 years**

Credits:

**120**

Cost per credit:

**\$398**

[Tuition Guarantee](#)

Format:

**Online & Campus**

## Promote. Communicate. Brand. Earn your BSB with a Marketing Certificate.

Creative and bold marketing professionals can be the difference between a company that stands out and a company that blends in. Become a competitive candidate in this fun and fast-paced field by pursuing our Bachelor of Science in Business (BSB) with a Marketing Certificate. Taught by industry professionals with an average of 25 years of experience, our courses integrate real-world business and marketing principles.

In this Bachelor of Science in Business with a Marketing Certificate program, you'll learn how to:

- Develop marketing strategies
- Get consumers' attention
- Respond to global demands
- Develop organizational, product and brand management
- Market small businesses

This bachelor's degree program features a certificate option, which allows you to take marketing courses at the beginning of your degree program. The certificate you earn will be an additional credential, helping you move toward your career goals even before you graduate.

## Thinking of an MBA? Save time and money.

Take three MBA courses during your BSB program at the undergraduate tuition rate through our MBA Bridge Program. You'll save \$2,700 on tuition, earning both degrees in about five years. Contact an enrollment representative at 844.YES.UOPX for more information.

## What sets us apart?

When you choose our Bachelor of Science in Business with Marketing Certificate program, you can:

### Trust our accreditation

The Bachelor of Science in Business is evaluated regularly by the ACBSP, ensuring the quality of your education.

### Learn on your schedule

Designed to fit into the lives of busy working adults, our Bachelor of Science in Business with a Marketing Certificate can be completed in short, manageable, 5-week courses.

### Jumpstart your MBA

Take three MBA courses during your BSB program at the undergraduate tuition rate through our MBA Bridge Program. You'll save \$2,700 on tuition and earn both degrees in about five years.

Projected job growth:

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**10%**

According to [Bureau of Labor Statistics](#)

## Job opportunities

According to the Bureau of Labor Statistics, the job growth for advertising, promotions and marketing managers is projected to be 10 percent between 2016 and 2026. A Bachelor of Science in Business with a Marketing Certificate can help prepare you to be a:

- Marketing manager
- Brand manager
- Product manager

## Networking opportunities

Access powerful networking tools through our PhoenixLink™ career services platform. Take advantage of personal career coaching. Search and apply for jobs, or make your resumé visible to employers. And connect with employers and alumni through career fairs and mixers. It's all about connections. And we help you make them.

## Program accreditation

Our Bachelor of Science in Business degree has been reaffirmed for accreditation until 2027 by the Accreditation Council for Business Schools and Programs (ACBSP), ensuring the quality of your education.

What does that mean in real life? [ACBSP-accredited](#) business programs are committed to quality standards. The quality of the program is continuously benchmarked against specific criteria that prepare students for their industry of choice. Accreditation occurs on a 10-year cycle with regular quality reviews.

View the [completion and first-year persistence rates](#) for all ACBSP-accredited business and accounting programs.

# Bachelor of Science in Business with Marketing Certificate



Course length:

**5 weeks**

Total credits required:

**120**

Max. number of transfer credits:

**90**

## Requirements and prerequisites

You'll need 120 credits to complete this program. These may be earned through a combination of required and elective courses. Required courses may vary based on previous experience, training or transferable credits. [View general requirements](#)

## Transfer credits

Earn your degree faster. [Transfer eligible college credits](#) or, if you have an industry or professional certification, such as a Certified Public Accountant (CPA) license or a Society for Human Resource Management Certified Professional (SHRM-CP®), you can apply to [have relevant experience evaluated](#) for potential college credit. Contact an enrollment representative at 844.YES.UOPX for more information.

## Industry review

Our Industry Advisory Council, comprised of experienced business leaders, meets regularly to help ensure our educational programs are up to date and aligned with current and emerging industry trends. This is just one more way a University of Phoenix® BSB degree can help you develop skills you'll need in the business world.

## Core courses

- ECO372: Principles Of Macroeconomics
- MKT444: Hospitality Marketing
- MKT435: Consumer Behavior
- ETH321: Ethical And Legal Topics In Business
- BRM353: Product And Brand Management
- MGT312: Organizational Behavior For Managers
- ACC291: Principles Of Accounting II
- ECO365: Principles Of Microeconomics
- BUS475: Integrated Business Topics
- FIN370: Finance For Business
- MKT440: Fundamentals Of Digital Marketing
- PHL320: Critical Thinking And Decision Making In Business
- ACC290: Principles Of Accounting I
- COM295: Business Communications
- MKT431: Small Business Marketing
- MKT441: Marketing Research
- MKT498: Integrated Marketing Strategy
- MKT438: Public Relations
- QNT275: Statistics For Decision Making
- MKT421: Marketing
- BIS221: Introduction To Computer Applications And Systems

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While widely available, not all programs are available in all locations or in both online and on-campus formats. Please check with a University Enrollment Representative.