

# Bachelor of Science in Business with a Marketing Certificate



Approx. program length:

**4**

Credits:

**120**

Cost per credit:

**\$398**

[Tuition Guarantee](#)

Format:

**Online & campus**

## Bachelor of Science in Business with a Marketing Certificate

In a sea of sameness, marketing can mean the difference between a product standing out or blending in. With a Bachelor of Science in Business with a Marketing Certificate, you'll learn how to differentiate products and win consumers' hearts and minds. Courses in this program are just five weeks long, so you can fit them into your busy life.

### You'll learn how to:

- Develop marketing strategies
- Grab consumers' attention
- Develop organizational, product and brand management skills
- Market businesses, big or small
- Understand how different functional areas of an organization work together
- Analyze the implications of operating in a changing global business environment

Projected job growth:

**8%**

According to [Bureau of Labor Statistics](#)

## What can you do with a Bachelor of Science in Business with a Marketing Certificate?

This BSB can prepare you to be a:

- Marketing manager
- Brand manager
- Product manager

According to the [Bureau of Labor Statistics](#), job growth for marketing managers is projected to be faster than average between 2018 and 2028.

BLS projections are not specific to University of Phoenix students or graduates

## Programmatic accreditation

Our BSB 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 regularly benchmarked against specific criteria that prepare students for the business industry. Accreditation occurs on a 10-year cycle with regular quality reviews.

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

Total credits required:

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**120**

## Requirements and prerequisites

You'll need 120 credits to complete this Bachelor of Science in Business with a Marketing Certificate program. Your course schedule may vary based on transferable credits or credits earned through the University's Prior Learning Assessment.

## 13 Core courses

Here's where you'll pick up the bulk of your program-specific knowledge. By the time you finish these courses, you should have the confidence and skills needed in a business environment.

- COM/295T: BUSINESS COMMUNICATIONS
- BIS/221T: INTRODUCTION TO COMPUTER APPLICATIONS AND SYSTEMS
- MGT/312T: ORGANIZATIONAL BEHAVIOR FOR MANAGERS
- LDR/320T: INCLUSIVE LEADERSHIP: DIVERSITY IN THE WORKPLACE
- ACC/290T: PRINCIPLES OF ACCOUNTING I
- ACC/291T: PRINCIPLES OF ACCOUNTING II
- MGT/316T: MANAGING WITH A GLOBAL MINDSET
- ETH/321T: ETHICAL AND LEGAL TOPICS IN BUSINESS
- ECO/365T: PRINCIPLES OF MICROECONOMICS
- ECO/372T: PRINCIPLES OF MACROECONOMICS
- QNT/375T: BUSINESS DATA ANALYTICS
- FIN/370T: FINANCE FOR BUSINESS
- MKT/421T: MARKETING
- BUS/475: INTEGRATED BUSINESS TOPICS

## 15 General education courses

These courses lay the foundation for all our degree programs. Because communication, math and writing skills aren't just universally applicable in business – they're useful in daily life.

- GEN/201: FOUNDATIONS FOR UNIVERSITY SUCCESS
- PSY/110: PSYCHOLOGY OF LEARNING
- ENG/100: CRITICAL READING AND COMPOSITION
- HUM/115: CRITICAL THINKING IN EVERYDAY LIFE
- FP/100T: EVERYDAY ECONOMICS AND FINANCES
- ENG/200: RHETORIC AND RESEARCH
- SOC/110: TEAMWORK, COLLABORATION, AND CONFLICT RESOLUTION
- SCI/220T: HUMAN NUTRITION
- HUM/186: MEDIA INFLUENCES ON AMERICAN CULTURE
- ENV/100T: PRINCIPLES OF ENVIRONMENTAL SCIENCE
- MTH/215T: QUANTITATIVE REASONING I
- MTH/216T: QUANTITATIVE REASONING II
- MTH/217: STATISTICS I
- MTH/218: STATISTICS II

## 6 Elective courses

Elective courses allow you to learn about topics you're interested in. That means you'll have a degree that's unique to you and your education goals.

- MKT/435: CONSUMER BEHAVIOR
- BRM/353: PRODUCT AND BRAND MANAGEMENT
- MKT/441: MARKETING RESEARCH
- MKT/438: PUBLIC RELATIONS
- MKT/498: INTEGRATED MARKETING STRATEGY
- HRM/300T: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT
- MGT/362T: CHANGE MANAGEMENT AND IMPLEMENTATION
- CPMGT/300: PROJECT MANAGEMENT
- MGT/411: INNOVATIVE AND CREATIVE BUSINESS THINKING
- MGT/445: ORGANIZATIONAL NEGOTIATIONS
- MGT/498: STRATEGIC MANAGEMENT
- LDR/305T: FOUNDATIONS OF LEADERSHIP
- LDR/306T: ORGANIZATIONAL LEADERSHIP: BUILDING A PERFORMANCE CULTURE
- LDR/307T: LEADERSHIP STRATEGY AND DECISION MAKING

## 6 Certificate courses

The marketing courses you take in this portion of your program will enable you to earn another credential – a Marketing Certificate – in addition to your degree.

## Schedule

Both the on campus and online Bachelor of Science in Business with a Marketing Certificate feature the same courses, and your academic counselor will help you schedule them. Please note that on campus students are required to physically attend class one day a week, typically from 6-10 pm.

Depending on your location, this program may be offered as Blended. This means you'll start at a local campus\* to complete your general education courses, and then transition to online learning for your core program courses.

\*During COVID-19, while our campuses are temporarily closed, your local campus classes will be held virtually so you can get face-to-face learning at home.

## What you'll learn

When you earn your Bachelor of Science in Business with a Marketing Certificate you'll be equipped with a concrete set of skills you can apply on the job.

### Download learning outcomes

Topics covered in this degree include:

- Product and brand management
- Market research
- Consumer behavior
- Small business marketing tactics
- How to identify customer needs
- Finance, marketing, accounting and other business practices
- Legal, ethical and regulatory considerations
- Business communication
- Management strategies
- Statistical analysis