

Bachelor of Science in Business with a Marketing Certificate



Approx. program length:

4 years

Credits:

120

Cost per credit:

\$398

[Tuition Guarantee](#)

Format:

Online & campus

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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.

Top skills learned in this program:

- Communication
- Leadership
- Management
- Operations
- Marketing Analysis
- Marketing Management

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:

- Advertising Manager (Ad Manager)
- Marketing Manager
- Brand Manager

According to the [Bureau of Labor Statistics](#), job growth for management occupations is projected to be faster than average between 2021 and 2031.

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.

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Total credits required:

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.

14 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.

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- COM/295T: Business Communications
- BIS/221T: Introduction to Computer Applications and Systems
- MGT/312T: Organizational Behavior for Managers
- BSCOM/100T: Introduction to Communication
- 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
- MKT/435: Consumer Behavior
- MKT/353: Product and Brand Management
- MKT/449: Marketing Analytics
- MKT/438: Public Relations
- MKT/498: Integrated Marketing Strategy
- HRM/300T: Fundamentals of Human Resource Management
- MGT/362T: Change Management and Implementation
- PM/300: Project Management Principles and Standards
- 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

12 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/110: English Composition I
- HUM/115: Critical Thinking in Everyday Life
- FP/100T: Everyday Economics and Finances
- ENG/210: English Composition II
- SOC/110: Teamwork, Collaboration, and Conflict Resolution
- SCI/163T: Elements of Health and Wellness
- HUM/186: Media Influences on American Culture
- ENV/100T: Principles of Environmental Science
- MTH/215T: Quantitative Reasoning I
- MTH/216T: Quantitative Reasoning II

6 Certificate courses

The leadership business analytics course you take in this portion of your program will enable you to earn a credential – a Marketing Certificate – in addition to your degree. Courses include MKT/421T, MKT/435, MKT/353, MKT/441, MKT/438, and MKT/498.

8 Degree electives

Elective courses allow you to learn about topics you're interested in, whether they're related to your degree or not. That means you'll have a degree that's unique to you and your education goals.

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.

If you are located in Phoenix, this program may be offered as Blended. This means you'll start at the Phoenix campus to complete your general education courses, and then transition to online learning for your core program courses.

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.

You'll learn how to:

- Integrate decision-making skills to address business needs.
- Integrate business concepts and principles to advance organizational goals.
- Analyze interrelationships among distinct functional areas of an organization.
- Analyze logistics involved in global business operations.
- Analyze market research used to make business decisions.
- Develop marketing strategies that are based on reliable marketing data and concepts.