***Marketing***

*Bachelor of Science*

***Marketing is critical to business success. Our Bachelor of Science degree in Marketing***

***teaches students how to deliver value to consumers and generate revenue for the organization.***

*It’s about developing the right products, for the right people, at the right price, in the right places, and*

*with the right communication.*

*WE HAVE A DIGITAL MARKETING CERTIFICATE FOR MARKETING MAJORS! IT’S GREAT FOR RETURNING STUDENTS LOOKING FOR PROFESSIONAL OR CONTINUED EDUCATION.*

***EXPERIENCE MATTERS.***

*Students have opportunities to work with organizations and learn how to develop marketing strategies in areas such as:*

*• Branding*

*• Social media*

*• Digital marketing*

*• Integrated marketing communications including advertising*

*• International marketing*

*• Professional selling*

*• Strategic marketing planning*

*• Marketing research*

***CAREER PATHS***

*• Digital Marketing*

*• Social Media*

*• Advertising*

*• Market Research*

*• Media Buying*

*• Brand or Product Management*

*• Professional Sales*

*• Sports Marketing*

*• Channel Management*

*• Retailing and Experiential Marketing*

***ALUMNI SPOTLIGHT***

*“The College of Business at MSU Denver has inspired me to become a marketing professional and a future leader in the business world.”*

***Erica Petersen,*** *Class of 23, Marketing B.S.*

[***www.msudenver.edu/marketing***](http://www.msudenver.edu/marketing)

**Where Ambition Meets Opportunity**

Welcome to MSU Denver’s AACSB accredited College of Business, where diverse, industry-experienced faculty provide a vibrant, career-focused education in the heart of Denver.

Whether you’re starting out or advancing your career, our dedicated faculty empower you to excel in today’s business landscape.

**Explore Opportunities here at MSU Denver College of Business**

Bachelor of Science Degrees

* Accounting B.S.
* Business Administration B.S.
* Business Intelligence B.S.
* Computer Information Systems B.S.
* Economics B.S.
* Finance B.S.
* Human Resources B.S.
* International Business B.S.
* Management B.S.
* Marketing B.S.
* Operations Management B.S.
* Real Estate B.S.

Bachelor of Arts Degrees

* Economics B.A.
* Entrepreneurship B.A.
* Professional Selling B.A.

Graduate Programs

* Master of Professional Accountancy (MPAcc)
* Master of Business Administration (MBA)

View our full program list: [www.msudenver.edu/business/business-programs](http://www.msudenver.edu/business/business-programs)

AACSB Accredited

Our students:

* 73% Hired in degree-specific roles
* 55% Students receive Scholarships and grants
* 59.7% First-generation undergraduate students
* #1 Undergraduate Transfer Destination

[www.msudenver.edu/transfer-student](http://www.msudenver.edu/transfer-student)

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