Marketing, BS

Program Description

Students pursuing the BS in marketing gain an understanding of the science behind consumer behavior and the critical role that marketing plays in all organizations. In addition, students develop marketing skills that provide a competitive advantage in their careers.

The nationally ranked and award-winning marketing faculty share a passion for teaching and mentoring undergraduate students. Faculty members provide many productive ways for students to get involved in the life of the department and work with business partners.

The department is home to the Center for Services Leadership, the premier international center for the study of the science of services and offers distinctive coursework in professional sales, relationship management and sports business.

At a Glance

- **College/School:** [W. P. Carey School of Business](#)
- **Location:** [Tempe campus](#) or [online, ASU Local@Los Angeles](#)
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

[2021 - 2022 Major Map (On-campus)](#)
[2021 - 2022 Major Map (Online)](#)
Accelerated Program Options

This program allows students to choose a 3-year path while participating in the same high-quality educational experience of a 4-year option. Students can opt to fast-track their studies after acceptance into a participating program by connecting with their academic advisor. Fast track options appear at the top of the major map.

This program also allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's and master's degree with:

- Global Management (Creative Industries and Design Thinking), MGM
- Global Management (Data Science), MGM
- Global Management (Digital Audience Strategy), MGM
- Global Management (Global Affairs), MGM
- Global Management (Global Business), MGM
- Global Management (Global Development and Innovation), MGM
- Global Management (Global Digital Transformation), MGM
- Global Management (Global Entrepreneurship), MGM
- Global Management (Global Health Care Delivery), MGM
- Global Management (Global Legal Studies), MGM
- Global Management (Integrated Health Care), MGM
- Global Management (Nonprofit Leadership and Management), MGM
- Global Management (Public Administration), MGM
- Global Management (Public Policy), MGM
- Global Management (Sustainability Solutions), MGM
- Global Management (Sustainable Tourism), MGM
- Global Management, MGM

Acceptance to the graduate program requires a separate application. During their junior year, eligible students are advised by their academic departments to apply.

Admission Requirements

**General University Admission Requirements:**
All students are required to meet general university admission requirements. [Freshman] [Transfer] [International] [Readmission]

**Additional Requirements:**
Freshmen admission requirements: 1230 SAT Reasoning OR 25 ACT score, OR graduated in the top 8% of high school class, OR an overall high school GPA of 3.40 in ASU competency courses (scale is 4.00 = "A").

Freshmen should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other degree program outside of the W. P. Carey School of Business. Students who are not admissible to a W. P. Carey business BS major and who did not select a second major or are not admissible to their second major choice are placed in a business BA program in the W. P. Carey School of Business.

Readmission requirements: Students must meet freshman admission requirements by way of high school GPA, test score or class rank and must have a transfer GPA of 3.00 (if applicable) and a cumulative ASU GPA of 3.00.

Transfer Admission Requirements:

Transfer admission requirements (30 or more semester hours of credit after high school): transfer GPA of 3.00 and one of the following: 1160 (prior to March 2016) or 1230 SAT Reasoning (after March 2016) OR 25 ACT score OR the student must have graduated in the top 8% of their high school class OR an overall high school GPA of 3.40 in ASU competency courses (scale is 4.00 = "A").

Transfer students should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other business or other degree program outside of the W. P. Carey School of Business.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are placed in the exploratory social and behavioral sciences program in University College.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are prompted in My ASU to select a new major.

Change of Major Requirements

Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors. Students ready to change their major should submit their request through W. P. Carey’s Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

Students should refer to https://changemajor.apps.asu.edu for information about how to change a major to this program.
Attend Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Transfer Options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use MyPath2ASU™ to outline a list of recommended courses to take prior to transfer.

ASU has transfer partnerships in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and help students save time and money in their college journey. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/pathway-programs.

Global Opportunities

Global Experience
Understanding how cultural norms and values impact the marketing of goods and services in an international context is vital for a marketing career.

Through study abroad, students gain skills employers seek, including communication and interpersonal skills and global perspectives on business applications worldwide. Students can choose from many options like faculty-directed programs in the summer or full semesters in locations throughout the world, including Spain and Germany among many others.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in marketing: mystudyabroad.asu.edu/students/major/wp-carey/marketing.

Career Opportunities

Through the proper selection of coursework and other educational experiences, a marketing student may prepare for a variety of careers in areas such as:

- business development
- business-to-business marketing
- customer relationship management
- international marketing
- market research and information management
- marketing communications
- professional sales and relationship management
• retail management
• sales management
• services marketing

The degree program provides fundamentals, flexibility and specialization opportunities.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Professor</td>
<td>18.1%</td>
<td>$80,300</td>
</tr>
<tr>
<td>Field Research</td>
<td>2.5%</td>
<td>$54,270</td>
</tr>
<tr>
<td>Market Research Analyst</td>
<td>23.2%</td>
<td>$63,230</td>
</tr>
<tr>
<td>Marketing Associate</td>
<td>5.5%</td>
<td>$106,130</td>
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<tr>
<td>Marketing Manager</td>
<td>10.1%</td>
<td>$132,230</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td></td>
<td>not available</td>
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<tr>
<td>Public Relations Specialist</td>
<td>8.8%</td>
<td>$59,300</td>
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<tr>
<td>Sales Associate</td>
<td>10.6%</td>
<td>$33,890</td>
</tr>
<tr>
<td>Sales Manager</td>
<td>7.5%</td>
<td>$121,060</td>
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<tr>
<td>Store Manager</td>
<td>3.8%</td>
<td>$38,550</td>
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</tbody>
</table>

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

🌞 Bright Outlook  🌿 Green Occupation

Contact Information

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