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

  - **Additional Program Fee:** Yes
  - **Second Language Requirement:** No
  - **First Required Math Course:** MAT 210 - Brief Calculus
  - **Math Intensity:** Moderate

Required Courses (Major Map)

- [2020 - 2021 Major Map (On-campus)]
- [2020 - 2021 Major Map (Online)]
- [Major Map (Archives)]

Accelerated Program Options
This program allows students to choose either a 2.5- or 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.

**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 eight percent of high school class, OR an overall high school GPA of 3.60 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 3.00 transfer GPA (if applicable) and a 3.00 cumulative ASU GPA.

**Transfer Admission Requirements:**

Transfer admission requirements (30 or more semester hours of credit after high school): 3.00 transfer GPA 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 eight percent of their high school class.

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 the College of Integrative Sciences and Arts.
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](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: [http://wpcarey.asu.edu/sos](http://wpcarey.asu.edu/sos).

Students should refer to [https://changingmajors.asu.edu/request](https://changingmajors.asu.edu/request) 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](https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors).

**Transfer Options**

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use the Transfer Map search 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](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 studying abroad, students gain skills employers seek, including communication and interpersonal skills and real-life 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, Germany and many more.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in marketing: [http://links.asu.edu/SAO.marketing](http://links.asu.edu/SAO.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 Researcher</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>
</tr>
<tr>
<td>Position</td>
<td>Growth Rate</td>
<td>Average Salary</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Marketing Manager</td>
<td>10.1%</td>
<td>$132,230</td>
</tr>
<tr>
<td>Public Relations Manager (PR Manager)</td>
<td>10.4%</td>
<td>$111,280</td>
</tr>
<tr>
<td>Public Relations Specialist</td>
<td>8.8%</td>
<td>$59,300</td>
</tr>
<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>
</tr>
<tr>
<td>Store Manager</td>
<td>3.8%</td>
<td>$38,550</td>
</tr>
</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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