

MARKETING

Building a successful business is about more than just creating new products and services.

Organizations need skilled professionals who can promote exciting innovations, build relationships with customers, and analyze the results of marketing campaigns. With a degree in Marketing from Bentley, you can manage social media campaigns for top companies, meet celebrities and other high-profile guests as an event planner, or create viral campaigns to spread the word about a great new product.

A key component of our Marketing curriculum is real-world experience with leading organizations; our past corporate partners have included Apple, the Boston Red Sox, Converse, Mazda, Microsoft and more. These opportunities to work with real executives, combined with your classroom knowledge, will give you skills in a number of key areas, such as advertising and promotion, analytics, marketing research, social media and product development.

The state-of-the-art Center for Marketing Technology (CMT) will be an important part of your studies. Its resources include a focus-group suite; satellite lab with web conferencing; and software such as MediaMark Reporter, Qualitap and SPSS.

HANDS-ON LEARNING

You can choose to further your classroom knowledge through our hands-on learning programs: corporate partnerships, internships, service-learning and study abroad.

By participating in these opportunities, you will gain valuable real-world experience, learn about diverse people and perspectives, and gain new skills for living and working in a global community.

CAREERS

Our Marketing curriculum's combination of classroom knowledge, technical expertise and real-world experience makes our students in high demand across a variety of industries. With a Bentley Marketing degree, you will have the flexibility to choose from a wide range of careers. Specific roles you can pursue include:

- Advertising account executive
- Brand manager
- Event planner
- Market researcher
- Sales executive
- Social media specialist
- Promotions manager

REQUIRED AND ELECTIVE COURSES

MAJOR REQUIREMENTS

Marketing Management

Marketing Research

Four Marketing electives

Two Marketing-related electives

MARKETING ELECTIVES (PARTIAL LIST)

Promotional Strategy

Customer-Centric Marketing

Sales Management

eMarketing

Marketing for Nonprofits

Business-to-Business Marketing

Directed Study in Marketing

Special Topics in Marketing

Internship in Marketing Practice

Consumer Behavior

New Product Development and Marketing

Marketing Channels

Advertising

Retailing

Marketing of Services

International Marketing

Seminar in Marketing

Marketing Project

Additional requirements apply for degree completion

FOR MORE INFORMATION

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BENTLEY
UNIVERSITY

Most Bentley students pursuing a Bachelor of Science degree take the following courses:

GENERAL EDUCATION REQUIREMENTS

Information Technology
Expository Writing I
Expository Writing II
Mathematical Sciences I
Mathematical Sciences II
Government
Problems of Philosophy
Principles of Microeconomics
Principles of Macroeconomics
First-Year Seminar (one credit)

For each of the following requirements, you can choose an applicable course from a wide variety of offerings:

Literature/Cinema
Natural Sciences
Math or Natural Sciences elective
History
Behavioral Sciences
Humanities/Social Science elective

BUSINESS CORE REQUIREMENTS

Legal and Ethical Environment of Business
Tools and Concepts
in Accounting and Finance
Practice and Applications
in Accounting and Finance
Business Statistics
Marketing-Operations Fundamentals
Human Behavior and Organizations
Business Processes and Systems
Integrated Business Project
Global Strategy

BUSINESS-RELATED ELECTIVES

Choose one course

ARTS AND SCIENCES ELECTIVES

Choose five courses

UNRESTRICTED ELECTIVES

Choose two courses

TAKE IT TO THE NEXT LEVEL.

After you've selected a major, what else can you do to make your education work harder? Customize your degree with an optional second major, choose a minor or get a head start on graduate study.

LIBERAL STUDIES MAJOR You can choose to pair your business degree with the Liberal Studies major (LSM), an optional second major with eight different concentrations. The LSM is designed to help you learn how to connect your business studies with key topics in the arts and sciences, providing you with skills in critical thinking, problem solving, creative analysis and communication — all of which will help you stand out to future employers. The LSM does not require any extra courses beyond the normal curriculum requirements.

The LSM concentrations are:

- American Studies
- Diversity and Society
- Earth, Environment and Global Sustainability
- Ethics and Social Responsibility
- Global Perspectives
- Health and Industry
- Media Arts and Society
- Quantitative Perspectives

MINORS You can further specialize your studies through one of our minors.

- Accountancy
- Actuarial Sciences
- Business Economics
- Computer Information Systems
- Data Technologies
- Earth, Environment and Global Sustainability
- English and Media Studies
- Entrepreneurial Studies
- Finance
- Gender Studies
- Global Management
- Health and Industry
- History
- Human Resources Management
- Information and Process Management
- Information Design and Corporate Communication
- International Affairs
- International Economics
- Law
- Leadership
- Management
- Mathematical Sciences
- Modern Languages
- Natural and Applied Sciences
- Nonprofit Organizations
- Philosophy
- Politics
- Psychology
- Public Policy
- Sociology
- Sports Business Management
- Supply Chain/Operations Management

FALCON FAST-TRACK PROGRAM The Falcon Fast-Track program is designed for motivated undergraduate students with high academic standing in ANY undergraduate major. Depending on the program of study, master's degree requirements may be completed with one year of additional full-time academic work. Students enrolled in the Falcon Fast-Track Program have the opportunity to pursue one of nine master's programs.

For more information, visit bentley.edu/fast-track.