



# MARKETING

FPU BRINGS A TRADITION OF EXCELLENCE TO THE MARKETING DEGREE



## ABOUT THE PROGRAM

When you major in Marketing, you'll become knowledgeable at getting people to become buyers, subscribers or members. You'll use data analytics, creativity and people skills to get their attention and influence their decisions. While you're learning about marketing products and services, you'll also be learning to market yourself — to land the job, management training program or graduate degree in business that you want.

## PROGRAM HIGHLIGHTS

Franklin Pierce is the only New Hampshire university with business programs accredited by the International Accreditation Council for Business Education (IACBE). Our Business PLUS+ Program allows qualified high school students to enter a four-year accelerated bachelor's and master's degree program.

As a Marketing major, you'll learn core concepts of marketing and sustainable business practices and apply analytical tools and global perspectives to business decisions.

## ALUMNI SPOTLIGHT

**Richard Finnegan '18 '20**  
Web Support Specialist,  
Convention Data Services

"I found great value in the 4+1 program option at Franklin Pierce, which allowed me to earn both my bachelors and master's degrees in just five years. This experience helped enhance my entrepreneurial spirit, and I served as Chair of the Small Business Advisory Group, working with a non-profit start-up initiative as a student.

I found the program challenging and rewarding, and it helped me hone my organizational skills. I am also an avid investor, and I was able to make connections with fellow students by sharing my stock trading experience and passion."



**NICK GONSALVES '19**

APPLY TODAY!

[franklinpierce.edu/marketing](http://franklinpierce.edu/marketing)

## MARKETING

Franklin Pierce University  
College of Business

# MARKETING

## COURSES

### FIRST YEAR

AC101	Principles of Accounting I
AC102	Principles of Accounting II
CIT101	Microcomputer Applications or
CIT130	Database Applications or
CIT140	Electronic Spreadsheets
ET101	Principles of Macroeconomics
ET102	Principles of Microeconomics
GLE101	First Year Inquiry Seminar
GLE110	First Year Composition I

### SECOND YEAR

BA213	Business Law
FM224	Principles of Financial Management
GLE120	First Year Composition II
MK201	Principles of Marketing
MK214	Consumer Behavior
MN201	Principles of Management
MT201	Statistics
-----	4 Additional Electives*

### THIRD YEAR

IB364	International Business
MK333	Marketing Research
MK350	Electronic Commerce
MN321	Organizational Behavior
-----	6 Additional Electives*

### FOURTH YEAR

BA001	Comprehensive Exam (take with BA471)
BA471	Business Strategy and Ethics
MK001	Comprehensive Exam (take with BA471)
MK390	Internship in Marketing or
MK395	Advanced Internship in Marketing or
MK495	Senior Independent Research Project
MK474	Marketing Management for a Green Economy
-----	7 Additional Electives*

\*Please refer to the Academic Catalog for full listing of elective options

## WHO SHOULD MAJOR IN MARKETING?

You'll find this major a good fit if you have or want to develop:

- Creative and innovative thinking
- Ability to influence and persuade others
- Appreciation for diversity and a global perspective
- Proficiency with new media and technology
- Strong computer and quantitative skills

## WHERE CAN MY MAJOR LEAD ME?

With your degree, you can pursue jobs or further education for careers as diverse as:

Advertising Executive	Merchandising Manager
Brand Manager	Public Relations Specialist
Business Consultant	Recruiter
Internet Marketing	Social Media Strategist
Market Researcher	Special Events Manager
Media Buyer	

## STRATEGIES FOR SUCCESS

You can gain valuable experience through opportunities at Franklin Pierce to:

- Participate in our C&S Scholars program, a pathway to internships, co-ops and employment through our partnership with C&S Wholesale Grocers, the largest grocery supply company in the nation
- Join Small Business Advisory Group or Business Minds Club to apply coursework to challenges of local businesses
- Participate in Sigma Beta Delta, the National Business Association Honors Society
- Prepare for one of our Master of Business Administration (MBA) programs with six different areas of concentration, including Leadership and Information Technology