

BAKER COLLEGE
Program Information
Marketing
Bachelor of Business Administration

Campus: Online.

Program Description

Marketers are involved in the process that moves products from concept to consumers by creating, communicating, delivering and exchanging offerings that provide value. The study of marketing encompasses a wide range of activities including: advertising, sales, retailing, wholesaling, warehousing, packaging, distribution, research, strategic planning, product development, sales management, and marketing communications.

Students in this program will participate in active learning and demonstrate an understanding of basic business and marketing principles utilizing case studies and business simulations.

Computer technology will be used to prepare spreadsheets, write reports, analyze business problems, and prepare professional presentations. Individual and team activities in class and in business situations will enhance the students' ability to demonstrate ethical values, look at things from a global perspective and develop human relations skills.

This degree offers a solid background in the concepts of marketing and business. A marketing degree can lead to a career in such areas as marketing management, marketing research, personal selling, sales management, retail merchandising and management and promotional strategy and management. Students interested in completing the 5 Year MBA Program must apply to the Center of Graduate Studies for acceptance into the program. Students considering this program should contact their Academic Advisor to review program requirements and acceptance criteria. A minimum 3.5 GPA is required.

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