



# MARKETING

FPU BRINGS A TRADITION OF EXCELLENCE INTO THE MARKETING DEGREE.

**AFFORDABLE**



**FAST**



**FLEXIBLE**



**100% ONLINE**



**FINISH IN  
AS FEW AS  
18 MONTHS**



**TRANSFER CREDITS**



**PRIOR LEARNING  
ASSESSMENT**

**APPLY TODAY!**

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

**MARKETING**

Franklin Pierce University

College of Business

[fpuonline@franklinpierce.edu](mailto:fpuonline@franklinpierce.edu)

Lead the revolution on brand management in an ever-changing consumer marketplace. The Marketing major will prepare you to steer organizations into the future by developing a fundamental knowledge of market analysis, decision-making, and communication. In small classes, you will foster connections in the business world by working closely with professors who are experts in their fields and who understand the needs of adult students.

Combine part-time or full-time study and six academic terms, to create a flexible and personalized schedule. Your knowledge gained from life experience is also recognized. Receive college credit for accumulated certifications, professional licenses, on-the-job-training, and other life experiences. You may also be eligible for grants, loans, and scholarships in the form of financial aid.

As a Franklin Pierce University graduate, you will possess the technical and leadership skills needed to expand your opportunities and push your career to the next level.



# MARKETING

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## MAJOR REQUIREMENTS

In addition to the General and Liberal Education Curriculum, you must successfully complete the following courses to fulfill the major requirements.

- MK214** Consumer Behavior
- MK333** Marketing Research
- MK350** Electronic Commerce
- MK474** Marketing Management for a Green Economy

## ELECTIVES

Choose two of the following courses.

- AD370** Advertising in America: A Cultural and Historical Perspective
- MK304** Advertising
- MK317** Distribution Logistics
- MK335** Public Relations
- MK365** International Marketing

In addition, you must complete 18 semester hours of general elective coursework.

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## BUSINESS CORE REQUIREMENTS

If you pursue a major within the Division of Business Administration, you must successfully complete the following courses.

- AC101** Principles of Accounting I
- AC102** Principles of Accounting II
- BA213** Business Law I
- BA471** Business Strategy and Ethics
- CIT140** Electronic Spreadsheets
- ET101** Principles of Macroeconomics
- ET102** Principles of Microeconomics
- FM224** Principles of Financial Management
- IB364** International Business
- MK201** Principles of Marketing
- MN201** Principles of Management
- MN321** Organizational Behavior
- MT260** Statistics

## HOW TO APPLY

You may apply to the undergraduate program at any time with the rolling admissions process. You must show evidence of a high school diploma or GED; however, no minimum grade point average or admissions tests (SAT, ACT) are required for consideration.

1. Complete the FREE online application by visiting: [franklinpierce.edu/adultapply](http://franklinpierce.edu/adultapply). Applying online is simple and quick; it should take no more than 5 – 10 minutes to complete the entire form. Once received, an admissions advisor will contact you regarding acceptance and class registration.
2. Request transcripts. A high school diploma or GED is required for admission. Additionally, if you transfer credits from other colleges, you'll need to request an official transcript to be sent to Franklin Pierce. You will receive information on how to request these once an application has been submitted.

Franklin Pierce offers personal support through our enrollment team and an academic advisor to assist with onboarding, paving the way for student success. Our teams are ready to help you reach your career and educational goals.