

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

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PRIOR LEARNING ASSESSMENT

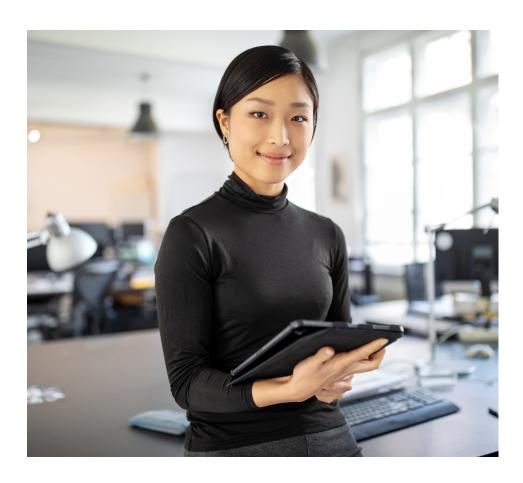
APPLY TODAY! franklinpierce.edu/apply

MARKETING

Franklin Pierce University College of Business 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

MAJOR REQUIREMENTS

In addition to the General and Liberal Education Curriculum, you must successfully complete the follow-ing 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

MK390 Internship in Marketing OR

MK395 Advanced Internship OR

MK495 Senior Independent Project

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

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

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. 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.

BASED ON 2022-2023 ACADEMIC YEAR

Number of credit hours: 120

Cost per credit: \$400