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 online and classroom learning, part 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 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 24 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

CIT101 Microcomputer Applications or CIT130 Database Applications or 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. 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.