

2016

Bachelor of Science in Marketing Overview 2016

Nova Southeastern University

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Bachelor of Science in Marketing Overview 2016

B.S. in Marketing

Your future success is serious business. With your degree in marketing from NSU's H. Wayne Huizenga College of Business and Entrepreneurship, you'll have the tools and knowledge you need to get ahead. NSU is known for being innovative and entrepreneurial, and you'll appreciate this stimulating atmosphere both inside and outside the classroom.

What you'll study

Build a strong foundation with core coursework. Then progress into your marketing major requirements in consumer behavior, integrated marketing communication, and marketing research and strategy. Find your perfect concentration among a variety of choices including marketing management, digital and social media, global markets, and more.

How you'll learn more

Realize your potential with internships, competitive projects, and professional student organizations such as the American Marketing Association chapter at NSU while obtaining your degree in marketing. Rub shoulders with graduate students and the Huizenga College of Business' more than 100 corporate partners. Benefit from experienced faculty members, differentiated marketing concentrations and the Executives and Entrepreneurs in Residence program and distinguished lectures.

Where it can take you

You'll be ready for marketing careers in today's challenging and changing marketplace, including careers in sales, brand management, promotion, customer service, direct marketing, event planning, advertising, digital and social media, and international marketing. The field of marketing is diverse and growing, and skilled marketing managers can create their own pathway.

Visit the Marketing Faculty's [*Real-World Marketing Ideas and Strategies blog*](#)