

Marketing

Bachelor of Science



*** WE HAVE A DIGITAL MARKETING CERTIFICATE FOR MARKETING MAJORS! IT'S GREAT FOR RETURNING STUDENTS LOOKING FOR PROFESSIONAL OR CONTINUED EDUCATION.**

Marketing is critical to business success. Our Bachelor of Science degree in Marketing teaches students how to deliver value to consumers and generate revenue for the organization.

It's about developing the right products, for the right people, at the right price, in the right places, and with the right communication.

EXPERIENCE MATTERS.

Students have opportunities to work with organizations and learn how to develop marketing strategies in areas such as:

- Branding
- Social media
- Digital marketing
- Integrated marketing communications including advertising
- International marketing
- Professional selling
- Strategic marketing planning
- Marketing research



CAREER PATHS

- Digital Marketing
- Social Media
- Advertising
- Market Research
- Media Buying
- Brand or Product Management
- Professional Sales
- Sports Marketing
- Channel Management
- Retailing and Experiential Marketing



ALUMNI SPOTLIGHT

“The College of Business at MSU Denver has inspired me to become a marketing professional and a future leader in the business world.”

Erica Petersen, Class of 23, Marketing B.S.

[msudenver.edu/
marketing](https://msudenver.edu/marketing)



Where Ambition Meets Opportunity



Welcome to MSU Denver's AACSB-accredited College of Business, where diverse, industry-experienced faculty provide a vibrant, career-focused education in the heart of Denver.

Whether you're starting out or advancing your career, our dedicated faculty empower you to excel in today's business landscape.



Explore Opportunities here at MSU Denver College of Business

Bachelor of Science Degrees

- Accounting B.S.
- Business Administration B.S.
- Business Intelligence B.S.
- Computer Information Systems B.S.
- Economics B.S.
- Finance B.S.
- Human Resources B.S.
- International Business B.S.
- Management B.S.
- Marketing B.S.
- Operations Management B.S.
- Real Estate B.S.

Bachelor of Arts Degrees

- Economics B.A.
- Entrepreneurship B.A.
- Professional Selling B.A.

Graduate Programs

- Master of Professional Accountancy (MPAcc)
- Master of Business Administration (MBA)

View our full program list:
msudenver.edu/business/business-programs

Our Students



73%

Hired in degree-specific roles



55%

Students receive scholarships and grants



59.7%

First-generation undergraduate students



#1

Undergraduate Transfer Destination



msudenver.edu/transfer-student



msudenver.edu/business



msudenver.edu/apply

