Marketing (B.B.A.)

Engage in an in-depth professional and transformational marketing experience, addressing real-world challenges for client businesses that expect real-world results.

The best marketing ideas don't stand a chance if they're not hitting the mark. With a Marketing degree from UND, you'll not only learn about strategic market planning but also how to communicate with and influence your target audience. Our curriculum delivers an extensive understanding of brand and product management, marketing research, international marketing, advertising, social media and consumer behavior.

Program Snapshot

- Program type: Major
- Format: On-campus
- Est. time to complete: 4 years
- Credit hours: 120

Why Study Marketing at UND?

UND's Marketing program gives you meaningful, hands-on experience while you're still in college. Our innovative curriculum, executive-in-residence and student engagement program and paid internship and co-op programs with some of the world's most recognizable companies, such as Microsoft, Amazon and John Deere, give you opportunities that will help you build your career.

You'll learn to do a social media takeover of a company, perform brand and market feasibility audits, and develop the skills you need to help clients understand consumer behavior, implement marketing research and interpret analytics, and boost sales. UND has recognized the Marketing department’s exceptional contributions to the field over the past 5 years by awarding it the 2018 Departmental Research Award.

Our Online Summer Acceleration Program, launching in 2018, gives full-time students the opportunity to complete their degree more quickly - and allows working professionals, members of the military, part-time students and others the flexibility to pursue a degree.

As soon as you are admitted to UND, you will work personally with one of our full-time CoBPA Professional Academic Advisors. Your Marketing advisor will help you create the best pathway to a UND Marketing degree for you, taking into account your interests and academic goals.

Accreditation

This program is accredited by AACSB International, the Association to Advance Collegiate Schools of Business. Accreditation by AACSB International puts the UND CoBPA in the top 5% of business schools in the world.

Priority Application Deadlines

- **FALL:** Feb. 1* (freshmen) | April 15* (transfer students)
- **SPRING:** Dec. 1
- **SUMMER:** April 1
  *academic scholarship priority deadline

Program Highlights

- Work in a dedicated marketing capacity as an intern at thriving companies in industries such as health care, sports, manufacturing, consulting, eldercare, career services, advertising, service, technology and many others.
- $57,000: Amount of scholarships earned by Marketing students.
- Go behind-the scenes on corporate tours as a member of the Student Marketing Club.
- Engage with industry leaders through our Executive-in-Residence Program in the classroom, through lunch-n-learn opportunities, and in one-on-one career consultations.
- Gain international experience in UND business student exchange programs.
- Be mentored by a uniquely assigned marketing professional throughout your junior and senior years through our relationship with the CoBPA Pancratz Career Development Center Mentorship Program.
- Get involved in DECA and Student Marketing Club as early as your freshman year.
Outcomes

100%  Percentage of UND Marketing grads who are employed or pursuing further education*

51K  Average (national) salary of recent UND Marketing grads*

*Data provided by UND Office of Institutional Research.

Companies recognize the power of marketing — it’s why nearly half of each retail dollar spent on goods and services is used to cover marketing costs. It’s also why UND Marketing grads are in such demand. A Marketing degree prepares you for careers such as:

- Social media manager
- Brand or product manager
- Market researcher
- Marketing manager
- Professional Sales Representative
- Marketing Representative
- Marketing Associate
- Marketing Coordinator

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