Marketing B.B.A.

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

**Program type:** Major  
**Format:** On Campus or Online  
**Est. time to complete:** 4 years  
**Credit hours:** 120

What are the benefits of a degree in marketing?

**Application Deadlines**

<table>
<thead>
<tr>
<th></th>
<th>Fall</th>
<th>Spring</th>
<th>Summer</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Jan. 15</td>
<td>Dec. 15</td>
<td>May 1</td>
</tr>
</tbody>
</table>

*Freshman Priority Deadline  
^Transfer Priority Deadline

Our curriculum delivers an extensive understanding of brand and product management, marketing research, international marketing, advertising, social media and consumer behavior. You'll learn to do a social media takeover of a company, perform brand and market feasibility audits. In your classes you'll develop the skills to help clients understand consumer behavior, interpret analytics and boost sales.

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

Personal Hands-On Marketing Experience

As soon as you are admitted to UND, you will work personally with one of our full-time 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.

UND's Marketing program gives you meaningful, hands-on experience while you're still in college. Our paid internship and co-op program will connect you with some of the world's most recognizable companies, such as Microsoft, Amazon and John Deere.

Marketing at UND

- Work as an intern at thriving industries such as health care, sports, manufacturing, consulting, career services, advertising, service, technology and many others.  
- Be mentored by a uniquely assigned marketing professional throughout your junior and senior years through the Pancratz Career Development Center Mentorship Program.
Go behind-the-scenes on corporate tours as a member of the Student Marketing Club.

The online and on-campus marketing program is accredited by AACSB International, the Association to Advance Collegiate Schools of Business. Accreditation by AACSB International puts the Nistler CoBPA in the top 5% of business schools in the world.

Gain international experience in UND business student exchange programs.

$57,000: Amount of scholarships earned by Marketing students.

Marketing Careers

100%  Percentage of UND Marketing grads who are employed or pursuing further education  
- UND Office of Analytics & Planning

51K  Average (national) salary of recent UND Marketing grads  
- UND Office of Analytics & Planning

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

UND Marketing Alumni

Marketing alumni have gone on to a variety of successful careers with:

- Target Corporation
- Microsoft Corporation
- Thomson Reuters Corporation
- Wells Fargo & Company
- Altru Health System

The Design World

Marketing grad landed a job as a full-time designer for NFL’s Oakland Raiders.

Read Cami's Story

Explore More Options

Looking to add a double major, pursue graduate work or connect with the department?

- Department of Marketing
- Find Similar Majors
- Pursue a Graduate Degree