



The **Bachelor of Science** in

# Business Administration, Marketing Emphasis

**Drive growth by creating demand.**

Marketing allows organizations to understand consumers so they can develop and offer products, services and experiences to meet needs and wants. Behind every great marketing strategy is a lot of research and behind every successful organization is a marketing strategy that works to enhance growth, increase profits and move an organization toward its goals. In order to develop effective marketing campaigns, today's marketing professionals must understand the "4 Ps" (product, price, place, and promotion), as well as the ever-changing world of digital marketing, which includes content creation, ecommerce, search optimization, search marketing, paid advertising, social media, etc.

## **The Bachelor of Science in Business Administration, Marketing Emphasis**

The BSBA, Marketing Emphasis degree program is a 120-credit-hour program that requires at least 48-credit hours be filled with business courses, of which a minimum of 18-credit hours need to be taken in Marketing courses.

The core business classes include financial and managerial accounting, legal environment of business, information systems concepts, business analytics and statistics, supply chain management, financial management, management and organizational behavior, marketing, and strategic management must be completed. Once you've completed your required courses, you can customize your degree with business electives, even selecting a minor, if you choose.

Throughout the program, students will learn to understand consumers through research and discover the best ways to interest them in purchasing a product, service or experience. Students will be prepared to market products, services and experiences opening them up to job opportunities in business and non-profit organizations, including everything from healthcare to museums, religious institutions, colleges and universities, and retirement homes.

Enhance your experience by joining the UMSL Marketing Club which allows students to interact with other marketing students, learn industry tips and tricks and network with professionals or get hands-on experience managing all of the College of Business social channels including Facebook, Instagram, LinkedIn and Twitter or try your hand at publishing the "In Your Business with UMSL Business" podcast series on Spotify and iTunes.

## Among the Best

The BSBA, Marketing Emphasis is earned through our internationally recognized College of Business Administration, ranked among the top 2 percent of business schools in the world thanks to dual AACSB accreditation in both business and accounting.

Business administration students learn and collaborate in a state-of-the-art facility outfitted with smart classrooms containing all the latest teaching technology, cutting edge seminar rooms, group learning environments, community spaces and a real-time stock ticker. The college also offers frequent career fairs, including career-specific opportunities and internships. In addition, faculty engage students in service learning opportunities which provide value and help transform lives in the surrounding communities.

Students also benefit from six College Advisory Boards, the Leadership Council and the Business Alumni Association all of which are staffed by experienced business professionals from some of the best known St. Louis area companies. These professionals lend their expertise, experience, time, passion and enthusiasm to ensure that curricula are keeping pace with the ever-changing needs of business and that employers' needs are being fulfilled. They also provide opportunities that enhance student education with tours of their facilities, guest lectures, internships, mentoring, and more.

## Serious education. Serious value.

The BSBA, Marketing Emphasis is designed to provide specialized knowledge, skills and training in a flexible format, with classes available in-person, online and in a hybrid format. You'll learn from highly qualified educators who are not only academics, but business practitioners and active consultants bridging the classroom with the real world.

The University of Missouri–St. Louis provides the knowledge, resources, tools and support students need to be successful in our programs. Our comprehensive student support services include workshops, tutoring and career services to help you develop skills and strategies to be successful in the classroom and beyond. UMSL welcomes transfer students and our transfer specialists will assist you with getting the most transfer credits possible. We're also committed to increasing access to higher education, and as such, UMSL is consistently ranked number one in affordability in the St. Louis region.

## Learn more at [business.umsl.edu](https://business.umsl.edu)

The University of Missouri–St. Louis is the largest public research university located in Missouri's most populous and economically important region. UMSL provides high-quality, affordable education to one of the most diverse student bodies in the state. No university is better connected to the surrounding region than UMSL. Seventy-three percent of our graduates stay in St. Louis. The region needs a workforce well-equipped with valuable marketing knowledge and skills and UMSL is prepared to help you meet those needs. Choose the University of Missouri–St. Louis for marketing.

## Career Opportunities

Brand/Product Manager  
Business Consultant  
Business Owner  
Marketing Director/Manager  
Product Development

### College of Business Administration Undergraduate Business Programs

1 University Blvd,  
107 Anheuser-Busch Hall  
St. Louis, MO 63121  
314-516-5888

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### Office of Admissions

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351 Millennium Student Center  
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