



Marketing

Bachelor of Business Administration



Be prepared to enter the web-focused marketing environment of today with a degree built with the future in mind. Davenport University provides you with the tactical skills necessary to perform in today's marketplace, while building your expertise in the strategy and theory necessary to lead your industry into the future. As part of your studies, choose a focus in digital marketing and advertising, technology marketing or value-chain digital retailing. Davenport University's marketing program meets the dynamic needs of the marketing industry in a program developed with industry leaders. We get where the world is going. Join us.

The BBA in Marketing can be completed in-seat or online.

Why DU?

- Our BBA in Marketing integrates web technologies and computer information systems into our core-marketing curriculum and specialties.

What is the benefit for you?

Embrace the merging fields of marketing and technology as we prepare you to conduct marketing in today's digital environment.

- Our BBA in Marketing is about performance. There is no substitute for experience. Applied, experiential learning internships or consulting projects are part of your experience allowing you to work in a variety of professional settings and business sectors with companies and social profit organizations.

What is the benefit for you?

Get professional experiences that build your skills and strengthen your resume and your confidence while earning college credits.

- Our BBA in Marketing aligns with marketplace needs.

What is the benefit for you?

Compare the focus of our marketing curriculum and the number of marketing courses that make up your degree. We mean business when preparing you professionally.

Davenport University

- We are a private, nonprofit university preparing students for a career.
- We award \$15 million in scholarships each year.
- We keep a low student-to-faculty ratio.
- We specialize in flexible online or on-campus classes days and evenings.
- We are nationally respected for our curriculum and faculty.

Donald W. Maine College of Business

DU has been a leader in business education since 1866, with a proud tradition of preparing leaders for today and tomorrow. Respected, rigorous and proven, we focus on your success. Find your future with Davenport.

Learn more from admissions representatives at **800-686-1600** or **davenport.edu**



Why Marketing?

Davenport University BBA Marketing graduates have the most up-to-date and in-demand skills to dominate the business environment. Upon graduation, you will have the skills and proficiencies to gather and analyze data, manage information and leverage analytics to develop marketing plans and strategies, applying current digital marketing tools such as social media. According to the Bureau of Labor Statistics, careers in marketing are expected to increase up to 9% from 2014 to 2024, faster than average for all occupations as marketing campaigns continue to be essential in today’s business environment.

Marketing Degree Specialties

Davenport offers a Bachelor’s of Business Administration (BBA) with a choice of three marketing specialties to tailor your degree:

Digital Marketing & Advertising Specialty: Understand a comprehensive review of digital retailing, social media strategies, search engine marketing, analytics as well as public relations for marketing strategy.

MKTG214	Public Relations
MKTG246	Digital Brand Engagement
MKTG425	Search Engine Marketing & Analytics
MKTG324	Social Media Strategies
MKTG312	Digital Retailing
CISP211	eBus Foundations

Marketing Technology Specialty: Become proficient in the rapid deployment of common and complex web solutions as well as creating effective and attractive web pages using popular web authoring programs.

CISP220	Web Page Applications
BITS303	Web Authoring
BITS301	Image Editing Applications
CISP211	eBus Foundations
MKTG346	Digital Brand Engagement
MKTG324	Social Media Strategies

Value-Chain Specialty: Examine digital retailing as well as business-to-business marketing and distribution channel strategies that prepare you to be successful in designing, developing, and implementing successful distribution channels that add value with each transaction.

MKTG311	Channel Strategy
GPMT410	Global Sourcing of Projects
MKTG404	Business-to-Business Marketing
MKTG312	Digital Retailing
CISP211	eBus Foundations
MGMT413	Sustainable Supply Chain Management



Get where the world is going

