

Marketing Major

The Bachelor of Science in Marketing program equips students with a comprehensive understanding of strategic marketing principles and practices. Emphasizing key areas such as marketing research, consumer behavior, customer acquisition and retention strategies, and public relations, this degree prepares graduates to excel in today's competitive marketing landscape. Students will gain hands-on experience in digital marketing techniques, including search engine optimization (SEO), social media strategies, and leveraging artificial intelligence for targeted marketing campaigns. With a strong focus on innovation, this program provides the tools needed to engage consumers effectively and build brand loyalty in an evolving digital economy.

This program also offers the opportunity to earn industry-recognized certifications while completing the degree, further enhancing career readiness.

All major requirements must be completed with a grade of 'C' or higher. This major requires 69 credits.

In order to earn a Bachelor's degree at Charter Oak, all Major, [General Education](#), [Liberal Arts and Electives](#), [Upper Level credit](#), and [academic residency requirements](#) must be met. Total credits earned must be a minimum of 120 credits.

Core Requirements

ACC 101: Financial Accounting	3 cr
ACC 102: Managerial Accounting	3 cr
BUS 120: Business Law	3 cr
BUS 250: International Business	3 cr
FIN 210: Financial Management	3 cr
MGT 101: Principles of Management	3 cr
MGT 315: Organizational Behavior	3 cr
MKT 220: Principles of Marketing	3 cr

Major Requirements

Choose one of the following:	3 cr
<ul style="list-style-type: none">• BUS 201: Business Statistics• MAT 105: Statistics• PSY 216: Psychology Statistics	
Choose one of the following:	3 cr
<ul style="list-style-type: none">• ECO 103: Macroeconomics• Microeconomics	
Choose one of the following:	3 cr
<ul style="list-style-type: none">• MGT 373: Lean Management• MGT 374: Agile Development & Management• MGT 460: Fundamentals of Project Management• MGT 327: Organizational Change• **OEL 530: Organizational Development	
MGT 330: Diversity & Inclusion in Workplace	3 cr
PHL 485: Business Ethics & Individual Values	3 cr
MKT 301: Public Relations	3 cr
Social Media Marketing	3 cr
Artificial Intelligence for Marketing	3 cr
MKT 320: Market Research and Consumer Behavior	3 cr
MKT 315: Digital Marketing	3 cr
MKT 317: Build, Launch, and Manage E-Commerce Stores	3 cr

MKT 405: Marketing SEO Strategy	3 cr
Customer Loyalty, Retention, and Activation	3 cr
*Strategic Management	3 cr
*Marketing Capstone	3 cr

*Courses must be taken at Charter Oak.

**This course must be approved as part of the [Fast-Track Undergraduate to Graduate Degree Program](#). Fast-Track programs offer approved undergraduate students the opportunity to enroll in graduate credits to be used towards the completion of their undergraduate degree program at Charter Oak. This will not only allow for the completion of an undergraduate degree but will also allow undergraduate students the advantage of beginning a graduate program with the opportunity of completion within ^one year upon graduation from the undergraduate degree (^full-time course load is required).

Program Learning Outcomes

Students who graduate with a major in Marketing will be able to:

- apply the concepts, theories, and relationships among the functional areas of an organization, including the ability to explain the nature and construct of an organization;
- design strategic marketing practices. This will include such areas as marketing research, consumer behavior, customer acquisition and retention strategies, and public relations. Additional areas include digital marketing including SEO techniques, social media strategies, leveraging artificial intelligence for targeted marketing campaigns, and driving brand loyalty;
- explain the global environment of business including the political, social, and intercultural sensitivities that exist in society that are important to the development of meaningful relationships and success in business and in life;
- demonstrate professional business behavior, social responsibility, and ethical decision making and conduct; and
- demonstrate effective critical thinking, decision-making, problem solving, organizational leadership, teamwork; oral and written communication skills utilizing tools such as AI, research databases, and other tools as required.