



Bachelor of Science in **MARKETING**

Build Brands That Demand Attention with the Art of Modern Marketing.

You've got the drive to advance. Now, it's time to gain the edge you need to become a high-impact leader in the evolving business world at Purdue Global. As an online university built for working adults, we offer a flexible bachelor's degree that combines core marketing skills with data-driven proficiency. By mastering AI, data analytics, and CRM, you'll develop campaigns that stand out in the market — while you do the same in your career.



Why Study Marketing at Purdue Global?

Built for Working Adults

Complete courses online, without compromising your work or family schedule.

Backed by the Power of Purdue

Earn a degree you can be proud of — and employers will respect. Achieve more in the field with a name that opens doors in your career.¹

Experience Counts as Credit

It's time to get the credit you deserve. Our average bachelor's graduate saves nearly 50% on tuition with credit for prior learning.²

Practical Experience You Can Count On

Gain relevant skills you can apply immediately and throughout your future career. You'll have the opportunity to work within real-world platforms.

Faculty Expertise

Learn from business and education experts who are practicing professionals in the field. All faculty possess advanced academic degrees.

Career Services That Work for You

We'll help you capitalize on your education, skills, and abilities to take the best next step in your career. And, because each student and situation is different, our individualized approach will target your unique needs.

Introductory Trial Period

Make sure online learning at Purdue Global is right for you. Enroll in the University and try our undergraduate classes for 3 weeks — before you owe any tuition. That's the Purdue Global Commitment.³

Personal Support

Work directly with faculty through online discussion boards and seminars, and enjoy no-cost individual tutoring. In addition, academic advisors are dedicated to helping you balance school with your career and life responsibilities.



Pursuing my degree with Purdue Global allowed me to show that I am worth more, and I'm willing to put the work in."

Carlos Bonilla
BS in Organizational
Management Technology
'25 Purdue Global⁶

Unlock Your Next Career Opportunity

Open doors to a wide array of career paths with our bachelor's degree in marketing. You'll graduate prepared for key leadership positions, including advertising and promotions managers, marketing managers, or market research analysts. This program helps you forge a clear path to senior-level roles while providing a launching pad for a master's degree or professional certification.^{4,5}



Curriculum

Our 100% online curriculum integrates core marketing principles with the digital tools and data-driven insights you need to stand out in a modern market. You'll gain hands-on experience with AI, digital marketing, and CRM systems, while developing the critical thinking and creative problem-solving skills essential for leadership. Move forward with the following core competencies:

- Effective communication and collaboration
- Qualitative, quantitative, and analytical tools
- Integrated strategies using traditional, digital, and AI platforms
- Ethical marketing practices
- Critical thinking and innovation
- Consumer behavior and market trend analysis

To ensure your education stays ahead of the curve, our courses are continually reviewed and updated by a dedicated curriculum department and industry advisory board.

Courses Include

- Introduction to Management
- Accounting I
- Accounting II
- Marketing
- Marketing Research and Analytics
- Finance
- Digital Marketing Platforms and Strategy
- Social Media Marketing and AI Optimization
- Business Law
- Integrated Marketing Communications
- Artificial Intelligence Applications for the Marketing Professional
- Brand Management Strategy
- Professional Selling
- Consumer Behavior
- Organizational Communication
- Bachelor's Capstone in Marketing

Program Details

Credit Hours: 180

Completion time: 2-4 years. Purdue Global online bachelor's degree graduates have an average completion time of just over 2 years' due to transfer credit and other prior experience. Speak with your Advisor to learn how your prior learning may impact your time to completion.

Course Load: 2 courses per term

Terms: 10 weeks long

Start Dates: Throughout the year

Delivery: Online

Additional Programs

- Doctor of Business Administration
- Master of Business Administration
- Master of Science in Management and Leadership
- Master of Science in Accounting
- Master of Science in Finance
- Bachelor of Science in Accounting
- Bachelor of Science in Finance
- Bachelor of Science in Organizational Management



Career and Networking Opportunities

Industry Outlook⁸

- Employment of advertising, promotions, and marketing managers is expected to grow 6% from 2024 to 2034, faster than the average for all occupations.
- Nearly 36,400 openings for advertising, promotions, and marketing managers are projected each year, on average, over the decade.

Career Pathways

Roles

- Advertising and Promotions Managers
- Marketing Managers
- Sales Managers
- Fundraising Managers
- Fundraisers
- Market Research Analysts and Marketing Specialists

The Center for Career Advancement

Our Career Specialists connect students with job and networking opportunities, and offer the following assistance:

- Career assessment/exploration
- Resume and cover letter review
- Interview preparation/mock interviews
- Assistance in building an online presence
- Job search and networking support
- Virtual career fairs
- 24/7 online access to job openings and career development tools

Purdue Global Is Accredited by the Higher Learning Commission

The HLC (HLCCommission.org) is a regional accreditation agency recognized by the U.S. Department of Education.

Military Friendly

We offer reduced tuition rates for servicemembers, veterans, and spouses.

Contact an Admissions Advisor at 844-PURDUE-G or visit PurdueGlobal.edu.

IMPORTANT INFORMATION: PLEASE READ

For comprehensive consumer information, visit v.

1. Purdue Global does not guarantee employment placement or career advancement. Actual outcomes vary by geographic area, previous work experience and opportunities for employment. Prior experience may be necessary for leadership positions.
2. Purdue Global online bachelor's degree students who graduated in 2024–2025 and applied eligible prior learning (transfer, experiential, or credit by exam) credits received an average of 85 credits toward their degree. Purdue Global does not guarantee transferability of credit. See [University Catalog](#) for the Prior Learning policy. **Source:** Office of Reporting and Analysis, 2024–2025 academic year.
3. Students who inform Purdue Global they do not wish to pursue the program during the 3-week trial will not be charged. Students who choose to continue at Purdue Global will be billed for the full first term's tuition, including the 3-week trial, and will need to meet other specific requirements. Classes will be applied toward a degree if satisfactorily completed and students select to continue their studies at Purdue Global. No credits are earned if the student withdraws during the introductory period (3 weeks for new qualifying undergraduate students), which begins day one of the first term. Graduate programs and BS in Professional Flight not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see the [University Catalog](#).
4. Students are responsible for understanding the requirements of optional certification exams. The University cannot guarantee students will be eligible to sit for or pass exams. In some cases, work experience, additional coursework beyond the Purdue Global program, fieldwork, and/or background checks may be necessary to be eligible to take or to successfully pass the exams.
5. The University cannot guarantee that students will be granted admission to any future programs.
6. This testimonial was obtained by Purdue University Global. The views and opinions expressed are those of the individual; student experiences may vary.
7. Average completion time for Purdue Global online bachelor's degree graduates is based on the most recent academic year, updated annually, for which data is available. **Source:** Purdue Global Office of Reporting and Analysis.
8. **Source:** U.S. Department of Labor, Bureau of Labor Statistics, *Occupational Outlook Handbook*, Advertising, Promotions, and Marketing Managers, <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>. National long-term projections may not reflect local and/or short-term economic or job conditions and do not guarantee actual job growth.