Develop Successful Marketing Strategies

Our Marketing Associate’s and Bachelor’s degrees provide a well-rounded marketing and sales education that prepares you to succeed in an exciting industry. Through market-relevant curriculum, you’ll learn traditional and online marketing channels, market research, public relations, search engine optimization and product management. When you want to advance your education, you can seamlessly transfer your Associate’s degree credits into our Bachelor’s degree and gain real-world experience through live lectures and interactive course projects.

With Flex Choice® learning options, choose your blend of traditional courses and online, self-directed assessments at the Associate’s degree level. At the Bachelor’s degree level, take advantage of competency-based education (CBE), which focuses on efficiency and relevancy by combining self-paced courses, project-based assessments, and real-world scenarios.

Your Career in Marketing

Through career-focused curriculum and practical, hands-on opportunities in your courses, you can prepare for a successful marketing career across a wide range of businesses. Our program is designed to help you gain the relevant management and leadership skills that employers seek and set yourself apart in the market.

Earn Your Associate’s or Bachelor’s Degree in Marketing

**ASSOCIATE’S DEGREE**

- 18 months

**BLS Career Options**

- Market Research Analysts and Marketing Specialists

<table>
<thead>
<tr>
<th>Average Salary by Percentile:</th>
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<tbody>
<tr>
<td>10th: $33,530</td>
</tr>
<tr>
<td>25th: $44,950</td>
</tr>
<tr>
<td>50th: $62,150</td>
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</tbody>
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  **Projected New Jobs:** 92,300

**BACHELOR’S DEGREE**

- 18 months

**BLS Career Options**

- Marketing Managers

<table>
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<th>Average Salary by Percentile:</th>
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<tbody>
<tr>
<td>10th: $66,090</td>
</tr>
<tr>
<td>25th: $91,520</td>
</tr>
<tr>
<td>50th: $128,750</td>
</tr>
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  **Projected New Jobs:** 18,200

ระยะเวลาที่สั้นที่สุดในการสำเร็จการศึกษา 1

1Completion time is dependent on transfer credits accepted and courses completed each term.

GAIN KEY SKILLS

Case studies, online simulations, articles and course projects provide you with opportunities to develop marketing and sales skills that employers value, including:

- **Build Marketing Campaigns:** Gain a comprehensive understanding of marketing campaign execution and utilize creative marketing solutions that integrate both traditional and online marketing channels.
- **Public Relations and Advertising:** Examine the similarities and differences between public relations and advertising, and learn how to differentiate between a target audience and a target market.
- **Search Engine Optimization (SEO):** Explore SEO strategies and techniques to optimize marketing initiatives.
- **Product Management:** Understand how marketing and product management come together by developing a marketing plan that focuses on product life cycle and customer relationship management.

Entrance Requirements

The Marketing Bachelor’s degree is a Bachelor’s degree-completion program. To be considered for admission, students must hold a conferred Associate’s degree from an accredited institution as recognized by the Department of Education, or students must have successfully completed 60 quarter or 40 semester credits with a grade of C or higher.

Achieve Milestones

Our laddered curriculum enables you to take core courses in your first quarter so you can engage in marketing and business concepts right away. You’ll first earn a Certificate in Business, then you’re on your way to completing your Associate’s or Bachelor’s degree in Marketing.

Accreditation

Rasmussen College is accredited by the Higher Learning Commission. For more information, please visit hlccommission.org or call 800-621-7440.