

MARKETING MAJOR (B.S.)

Every organization, regardless of whether it is a for-profit, nonprofit, corporate, or government organization, engages in marketing activities. At its core, marketing is ultimately focused on facilitating exchanges that have positive value for everyone involved. Bentley's marketing faculty have won numerous teaching and research awards because they develop courses and research ideas that are at the cutting edge of the constantly changing marketing landscape. The curriculum provides students with the theoretical background and practical experience to start their careers, but also to build their successes as their careers progress. Real-world projects and internship-for-credit courses, where students work and gain experience with leading organizations such as Apple, Microsoft, TJX Companies, the Boston Celtics, and the Boston Red Sox, ground their education with solid, real-world experience.

A marketing degree can lead to many career paths in areas such as marketing analytics, brand management, social-media marketing, marketing research, retailing and fashion, sales, advertising and promotion, international marketing, sports marketing, and new product development.

Marketing Major requirements are flexible. Students can choose a General Marketing Concentration (p. 2) consisting of four required courses that provide the vital grounding in marketing concepts necessary for all marketing fields, along with four elective courses of their choice, which allows students the opportunity to tailor the curriculum to match their career goals. For specific focus, marketing students can select a concentration in a focal domain, including the Digital Marketing Concentration (p. 2), Marketing Analytics Concentration (p. 2), or Business of Fashion Concentration (p. 2). Each Concentration consists of the same four required fundamental courses as above, plus four electives closely related to the domain of concentration.

For further information about degree requirement policies and guidelines, see the Degree Requirements (catalog.bentley.edu/undergraduate/degree-requirements/) page.

Major Requirements

Major Courses (24 Credits)

Course	Title	Credits
Required Courses:		
MK 250	Marketing Essentials	3
MK 321	Consumer Behavior	3
MK 322	Marketing Research	3
MK 400	Strategic Marketing Management	3
Concentration Courses (Students must select a concentration from the list below):		12
General Marketing (p. 2)		
The Business of Fashion (p. 2)		
Digital Marketing (p. 2)		
Marketing Analytics (p. 2)		
Total Credits		24

The Business Environment (6 Credits)

Course	Title	Credits
CS 305	Business Processes and Systems	3
MG 300	Strategic Management	3
Total Credits		6

General Degree Requirements Foundations for Success (15 Credits)

Course	Title	Credits
FDS 100	Falcon Discovery Seminar	3

Communications and Writing

Select one from:

EMS 101	Critical Reading and Writing	3
or EMS 101L	Critical Reading and Writing with Lab	
or EMS 102	Critical Reading and Writing for Multilingual Students	
or EMS 102L	Critical Reading and Writing for Multilingual Students with Lab	

And one from:

EMS 104	Multimodal Communication	3
or EMS 105	Multimodal Communication for Multilingual Students	

Information Technology

CS 100	Solving Business Problems with Information Technology	3
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Mathematical Sciences

Select one from:

MA 105	Mathematical Foundations for Business	3
or MA 105L	Mathematical Foundations for Business with Lab	
or MA 107	Applied Calculus for Business	
or MA 107L	Applied Calculus for Business with Lab	
or MA 131	Calculus I	
or MA 131L	Calculus I with Lab	

Total Credits		15
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Context and Perspectives (18 Credits)

Course	Title	Credits
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Students must take six courses, one in each category of Context and Perspectives:

Culture, Change, and Behavior (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#culturechangeandbehavior)		
Globalization (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#globalization)		
Institutions and Power (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#institutionsandpower)		
Race, Gender, and Inequality (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#racegenderandinequality)		
Scientific Inquiry (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#scientificinquiry)		

Values, Ethics, and Society (catalog.bentley.edu/undergraduate/degree-requirements/context-and-perspectives/#valuesethicsandsociety)

Total Credits	18
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Business Dynamics/Business Administration Minor (18 Credits)

Course	Title	Credits
All courses are required:		
AC 115	Introduction to Financial Reporting and Analysis	3
EC 111	Principles of Microeconomics	3
FI 118	Introduction to Finance	3
LA 100	Business Law	3
MG 116	Human Dynamics in Organizations	3
ST 113	Business Statistics	3
Total Credits		18

Communication Intensive

All students are required to take a three-credit course designated as a Communication Intensive. This requirement can be met within a variety of course subjects in both Arts & Sciences and Business. Communication Intensive courses are designated with a "Communication Intensive" course tag in Workday. *Transfer students with a minimum of 30 credits will be waived from the Communication Intensive requirement.*

Please note that certain majors have an additional three-credit Communication Intensive built into their major requirements, separate from the general CI requirement.

Additional Requirements
Arts and Sciences Electives (15 Credits)

Course	Title	Credits
Select five Arts & Sciences elective courses		15
Total Credits		15

Unrestricted Electives (24 Credits)

Course	Title	Credits
Select eight elective courses		24
Total Credits		24

Total: 120 Credits
Concentration Requirements
General Marketing Concentration

Course	Title	Credits
Three Marketing Electives (Any MK or PRS course not otherwise required)		9
One Marketing-Related Elective ¹		3
Total Credits		12

¹ The Marketing-Related Elective can be fulfilled with any Business Elective as defined in the Elective Guide (catalog.bentley.edu/undergraduate/degree-requirements/elective-guide/)

The Business of Fashion Concentration

Course	Title	Credits
MK 339	Fashion Merchandising and Buying	3
MK 344	Retailing	3
MK 346	Luxury Marketing	3
Complete one of the following courses:		3
HI 315	Fashion Film and Food in South Asia	
MG 215	Supply Chain and Operations Fundamentals	
MG 315	Supply Chain Management	
MG 360	Negotiating	
MK 340	Customer Insights Using Analytics	
MK 361	Digital Marketing	
MK 392	Strategic Brand Management	
NAS 150	Environmental Science and Sustainability	
NAS 345	Science of Sustainability	
PRS 339	Effective Selling	
PRS 343	Sales Management	
PRS 373	Sales Strategy and Technology	
SO 289	Popular Culture in Consumer Societies	
Total Credits		12

Digital Marketing Concentration

The Concentration consists of 12 credits. Nine of those 12 credits are in MK while the remaining 3 are in XD.

Course	Title	Credits
MK 361	Digital Marketing	3
MK 362	Digital Marketing Analytics	3
MK 363	AI and Marketing	3
Select one of the following:		3
XD 230	Content Strategy	
XD 240	Fundamentals of Design	
XD 370	Interface Design	
Total Credits		12

Marketing Analytics Concentration

Course	Title	Credits
MK 340	Customer Insights Using Analytics	3
MK 362	Digital Marketing Analytics	3
MK 364	Innovative Marketing Analytics with AI	3
MA 250	Data Visualization	3
Total Credits		12