Innovate and create—bring new ideas to market.

THE RIVIER UNIVERSITY ADVANTAGE

Prepare for a dynamic career in marketing. Whether your goal is to work in advertising, social media marketing, sales, or public relations, Rivier’s Marketing degree provides you with the knowledge to succeed. Small classes with personal attention from faculty help you develop strong market research skills, understand consumer behavior, and develop sound marketing strategies to effectively promote brands, products, and services.

At Rivier, academic excellence is offered and great achievement is expected. You will transform yourself through engaging classroom interaction, powerful study abroad experiences, challenging internships and life-changing community service. Our mission—‘transforming hearts and minds to serve the world’—ensures that you will find a rich global experience in our vibrant campus community. Faculty members bring real-world experience to their classrooms and are dedicated to the success of every student.

ABOUT THE PROGRAM

Rivier’s Marketing degree combines theory and current industry expertise in business management, marketing, accounting, finance, business law, advertising, and communications. The Marketing program takes students beyond the classroom and encourages them to apply what they have learned to real-life situations. Students explore business challenges and opportunities; craft marketing, new media, and public relations campaigns; and learn from faculty and guest lecturers currently practicing in their fields.

ACCESS THE WORLD

Internships, study abroad, and co-curricular opportunities

Students are given the opportunity to participate in multiple unpaid and paid internships after their first academic year. The curriculum challenges students to apply theoretical knowledge to real-life situations through a series of foundational courses culminating with a senior internship/practicum in a business setting that aligns with each student’s career goals. Internships can also earn academic credit.

Rivier’s Business Club provides students with leadership and learning experiences, including related trips to New York City, Providence, and Boston.

Students are strongly encouraged to participate in various study abroad opportunities ranging from faculty-led weeklong study tours to entire semesters spent at a university abroad.

CAREERS

The Bachelor of Science in Marketing degree offers students a wide range of career options in both the public and private sectors.

Marketing program graduates can pursue careers as:

- Marketing/new media managers and directors
- Advertising executives
- Public relations directors
- Sales reps and managers
- Product account managers
- Media planners and buyers
- Market research analysts

Rivier University’s Career Development Center (CDC) is committed to helping students on their path to become leaders in a global society.
JOURNEYS OF TRANSFORMATION

Rivier University’s core curriculum called “Journeys of Transformation” offers opportunities for service learning, servant leadership, civic engagement, or community service supporting the intellectual growth of students and enhancing student leadership. The core is aligned with the American Association of College & Universities (AAC&U’s) essential learning outcomes which provide Rivier graduates with the strong intellectual and practical skills that are in demand in the workplace.

DEGREE REQUIREMENTS
The B.S. in Marketing degree requires a combination of General Education, Major, and General Elective courses.

MAJOR REQUIREMENTS
BUSINESS COURSES
BUS 175 - Principles of Management
BUS 180 - Business Communications
BUS 190 - Spreadsheet Applications
BUS 215 - Principles of Marketing
BUS 220 - Financial Accounting
BUS 224 - Principles of Macroeconomics
BUS 225 - Principles of Microeconomics
BUS 295 - Business Law
BUS 309 - Managerial Accounting
BUS 319 - Managerial Finance
BUS 449 - Senior Business Seminar
BUS 479 - Strategic Management
BUS 495 - Internship/Seminar
MA 110 - Introductory Statistics

RELATED MARKETING COURSES
BUS 229 - Contemporary Advertising Management
BUS 323 - Consumer Behavior
BUS 327 - Marketing Research
BUS 342 - Sports and Entertainment Marketing

BUSINESS ELECTIVE COURSE
One Business elective

ACADEMIC ACCREDITATION
New England Association of Schools and Colleges (NEASC)

FACULTY
Amir Toosi, D.B.A.
Dean, Division of Business
Assistant Professor of Business Administration
D.B.A., Argosy University
MBA, Heidelberg University
B.S., Eastern Illinois University

Gregory J. Kivenzor, Ph.D.
Associate Professor of Business Administration
Ph.D., State University of Geodesy and Aerial Imaging, Moscow, Russia
MBA, University of Connecticut
M.S., Environmental University, Odessa, Ukraine

Karen Spohn, Ph.D.
Associate Professor of Business Administration
Ph.D., M.S., B.S., University of Delaware

Kevin T. Wayne, D.B.A.
Associate Professor of Business Administration
D.B.A., Nova Southeastern University
MBA, Southern New Hampshire University
B.S., University of Massachusetts, Lowell

The University reserves the right to make changes when appropriate and necessary as needed without notification (0415)