

Innovate, create, and bring new ideas to the marketplace.

Why Study at Rivier?

Our B.S. in Marketing provides you with industry-specific knowledge that will prepare you for a dynamic career.

Build Your Knowledge Base

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. The curriculum offers a blend of foundational knowledge, theoretical concepts, critical-thinking and problem-solving skills development, and practical application to real-world business challenges.

Gain Real-World Experience

You will gain valuable resume-building experience in an internship that matches your career interests and goals. From study abroad to speakers and networking opportunities to participation in student organizations, such as the Business Student Association, you will enjoy a wide range of educational experiences that will broaden your worldview.

Begin Your Career

Marketing graduates may pursue careers as:

- Marketing managers and directors
- Advertising executives
- Product account managers
- Media planners and buyers
- Market research analysts

Advanced Degrees

Our graduates are well prepared to pursue advanced study in marketing, management, and other related fields. Rivier's 4+1 program enables you to earn your Master of Business Administration degree in just one year of full-time study after graduation.

Journeys of Transformation

Rivier University's core curriculum, titled *Journeys of Transformation*, aligns with the American Association of College & Universities essential learning outcomes. Coursework focuses on developing strong intellectual and practical skills for workforce success, and offers opportunities for service learning, servant leadership, and civic engagement to enhance leadership abilities.



12,175 sq. ft.
high-tech Cybersecurity
Lab and Tech Hub
opened in 2022



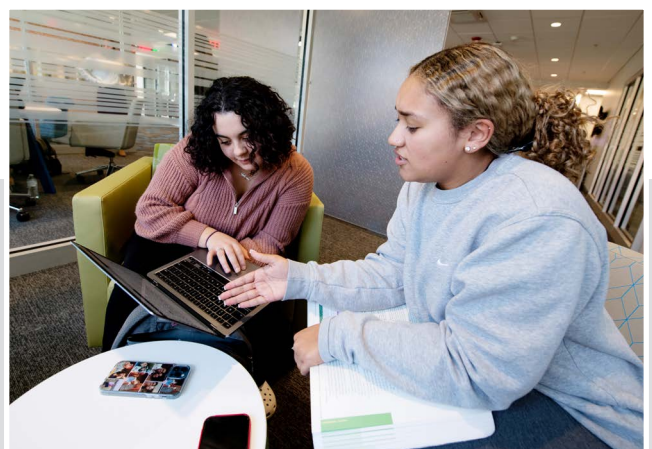
90+ years
of educational
excellence



100%
of students receive
financial aid



100%
of students complete
internships, field
experiences, or service
learning programs





Major Requirements

BUSINESS CORE COURSES

BUSS 175	Principles of Management
BUSS 180	Business Communications
BUSS 193	Office Applications
BUSS 215	Principles of Marketing
BUSS 220	Financial Accounting
BUSS 224	Principles of Macroeconomics
BUSS 225	Principles of Microeconomics
BUSS 295	Business Law
BUSS 309	Managerial Accounting
BUSS 319	Managerial Finance
BUSS 449	Business Seminar and Beyond
BUSS 479	Strategic Management
BUSS 495	Internship/Seminar
MATH 110	Introductory Statistics

RELATED MARKETING COURSES

BUSS 229	Advertising Management and Promotions
BUSS 327	Marketing Research

Choose three of the following:

BUSS 214	Internship Seminar
BUSS 226	Principles of Project Management
BUSS 328	Professional Selling and Sales Management
BUSS 335	Digital Media: Market Trends and Opportunities
BUSS 342	Sports and Entertainment Marketing

GENERAL ELECTIVES

Students choose seven three-credit elective courses (21 credits) to reach the total number of credits required for the degree.

The University reserves the right to make changes when appropriate and necessary as needed without notification. (0824)

Employment Promise Program

Rivier's *Employment Promise Program* enhances the career preparation and employability of students in all academic disciplines. The program includes mentorship through Rivier's Career Development Center and features a tailored four-year academic and professional development plan, integrating experiences that have been shown to enhance overall employability and improve job search success.

Confidence in the quality of a Rivier education enables the University to ensure invested students will secure employment within nine months of graduation. If not, the University will provide the student additional financial or educational support. Get more information at rivier.edu/EPP.



Academic Accreditation

Rivier University is accredited by the New England Commission of Higher Education (NECHE).





Rivier's undergraduate programs in Business Management, Cybersecurity Management, Finance, Marketing, and Sport Management, as well as our MBA programs, are accredited by the Accreditation Council for Business Schools and Programs (ACBSP, 11520 West 119th Street, Overland Park, KS 66213, (913) 339-9356, www.acbsp.org.)



Quick Links

 Ask a Question
admissions@rivier.edu

 Talk to an Admissions Counselor
rivier.edu/team

 Schedule a Visit
events.rivier.edu

 Tuition & Fees
rivier.edu/tuition

Apply today!

Easily apply on  common app

or online at apply.rivier.edu

