

## 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 Division of Business and Security Studies 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 coordinators
- 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



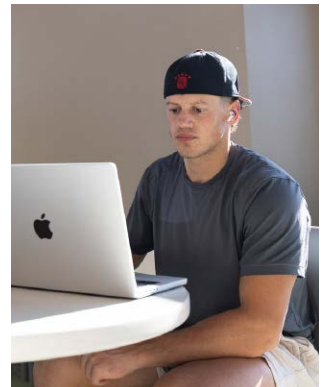
**90+ years**  
of educational  
excellence



**100%**  
of students receive  
financial aid



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





## Major Requirements

### BUSINESS REQUIREMENTS

|          |                                         |
|----------|-----------------------------------------|
| BUSS 176 | Professional Preparation for Management |
| BUSS 182 | Professional Communications             |
| BUSS 194 | Microsoft Applications                  |
| BUSS 216 | Marketing for a Connected World         |
| BUSS 222 | Financial Reporting and Analysis        |
| BUSS 227 | Macroeconomics Analysis                 |
| BUSS 228 | Microeconomics Analysis                 |
| BUSS 309 | Managerial Accounting                   |
| BUSS 319 | Managerial Finance                      |
| BUSS 351 | Applied Statistics                      |
| BUSS 390 | Organizational Leadership               |
| BUSS 449 | Business Seminar and Beyond             |
| BUSS 476 | Strategic Management and Community      |
| BUSS 495 | Internship/Seminar                      |

### MARKETING REQUIREMENTS

|          |                                       |
|----------|---------------------------------------|
| BUSS 229 | Advertising Management and Promotions |
| BUSS 327 | Marketing Research                    |

### Choose three of the following:

|          |                                                |
|----------|------------------------------------------------|
| BUSS 214 | Internship Seminar                             |
| BUSS 223 | Emerging Trends in Project Management          |
| BUSS 328 | Professional Selling & Sales Management        |
| BUSS 335 | Digital Media: Market Trends and Opportunities |
| BUSS 342 | Sports and Entertainment Marketing             |

### GENERAL ELECTIVES

Students choose six three-credit elective courses (18 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. (0726)*

## 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](http://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 119<sup>th</sup> Street, Overland Park, KS 66213, (913) 339-9356, [www.acbsp.org](http://www.acbsp.org)).



## Quick Links



Ask a Question  
[admissions@rivier.edu](mailto:admissions@rivier.edu)



Talk to an Admissions Counselor  
[rivier.edu/team](http://rivier.edu/team)



Schedule a Visit  
[events.rivier.edu](http://events.rivier.edu)



Tuition & Fees  
[rivier.edu/tuition](http://rivier.edu/tuition)

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or online at [apply.rivier.edu](http://apply.rivier.edu)

