



# Rivier

## UNIVERSITY

### B.S. Marketing

## 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 provides a combination of foundational knowledge, theory, critical-thinking and problem-solving skills development, and practical application to real-life 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'll 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.



**36,000 sq. ft.**  
cutting-edge  
Science &  
Innovation  
Center



**88 years**  
of educational  
excellence



**100%**  
of students receive  
financial aid



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



## Apply Today

Apply online using the Common App or directly at [apply.rivier.edu](http://apply.rivier.edu).

## 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.

## Major Requirements

### Business Core Courses

BUS 175 - Principles of Management  
BUS 180 - Business Communications  
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 - Business Seminar and Beyond  
BUS 479 - Strategic Management  
MA 110 - Introductory Statistics

### Related Marketing Courses

BUS 229 - Advertising Management and Promotions  
BUS 327 - Marketing Research

### Choose three of the following:

BUS 214 - Internship Seminar  
BUS 226 - Principles of Project Management  
BUS 323 - Consumer Behavior  
BUS 342 - Sports and Entertainment Marketing

### General Electives

Students choose seven 3-credit elective courses (21 credits) to reach the total number of credits required for the degree.

## Accreditation

Rivier's undergraduate business programs in business administration, business management, finance, and marketing, as well as the University's Master of Business Administration programs, are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).



## Innovative

### 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, career investment goals, and a specialized, four-year academic/professional development plan that incorporates experiences proven to increase overall employability and success in the job search process.

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).

## You're Invited

Attend a virtual or on-campus event, or schedule an individual campus tour for you and your family. You can access a complete listing of events and register online at [events.rivier.edu](http://events.rivier.edu) or call us at (603) 897-8507.

## Academic Accreditation

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

## Quick Links

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

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

**Meet with an Admissions Counselor** – [rivier.edu/team](http://rivier.edu/team)

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

**Facebook** – [facebook.com/rivieruniversity](https://facebook.com/rivieruniversity)

**Twitter** – [twitter.com/rivuniversity](https://twitter.com/rivuniversity)

**Instagram** – [instagram.com/rivieruniversity](https://instagram.com/rivieruniversity)

*The University reserves the right to make changes when appropriate and necessary as needed without notification. (0921)*