



# Bachelor of Science in Marketing

*Available Fall 2005*

Whether large or small, for-profit or not-for-profit, today's businesses rely on effective marketing for sustained and growing success. Nearly one-third of all working professionals in the United States perform some aspect of marketing in their daily jobs. And as the world of marketing continues to grow, so does the need for qualified professionals. Franklin University's Marketing major is geared toward the ever-changing business world. Courses are updated frequently to reflect the latest marketing knowledge, technology and industry trends. As a Marketing major, you will develop the skills and knowledge to succeed in the competitive field of marketing, including: basic marketing principles; analytical methods of marketing research; marketing mix variables; effective written analysis and communication skills.

## How it Works

Franklin University, an innovator in learning for the non-traditional student for more than 100 years, has created a unique alliance with community colleges\* that is changing access to higher education by providing students with easy access to an online bachelor's degree.

The Bachelor of Science degree program has three components:

- Earn an associate's degree (or at least 60 semester hours and a GPA of 2.5)
- Take preparatory "bridge" courses at your community college while taking online classes through Franklin
- Receive your bachelor's degree from Franklin after completing a minimum of 40 semester credit hours online

\*The term community college refers to community, technical and other two-year institutions.

## Easy Access

As an adult learner, you may wish to expand or enhance your education to increase your career potential, however, due to personal or professional considerations, or time or location constraints, pursuing a traditional on-campus classroom-focused program is inconvenient. Franklin University's online classes are conveniently accessible via the Internet when you want them — anytime, anywhere. In addition, these programs are designed for people like you, who are self-motivated, goal-driven and possess the initiative and maturity to take charge of their learning process.

## Potential Career Areas for Marketing Students

- Advertising
- Public Relations
- E-marketing
- Retail
- Sales

## Getting Started

To find out more about earning your bachelor's degree online, contact Franklin University through email at [alliance@franklin.edu](mailto:alliance@franklin.edu) or by calling toll free 1-888-341-6237. Applications are available at [www.alliance.franklin.edu](http://www.alliance.franklin.edu). **It's free to apply! Find out today how close you are to earning your bachelor's degree!**