

A Bachelor's in Business/Marketing opens the door for you to influence the decisions of countless people.

This major focuses on analyzing the public – the culture, what drives people, what attracts people, etc. and designing advertisements that reach out to these modes of influence. Also addressed are strategies for determining prices and distribution of products. You will also develop solid communication skills both in public speaking and in print media. Training in other business disciplines are also afforded, including finance, management, and business law. This will allow you to more fully understand how a business works. The overall emphasis of this major is to prepare you to help maximize profit by presenting a product in a manner that takes into account cultural trends and human psychology in such a way to make the product as attractive as possible. By the completion of the coursework you will hold a foundational knowledge of how a business functions and the essential role of marketing to a business. You will also possess a solid understanding of customer psychology, enabling you to reach out to customers in an efficient and effective manner. This major will prepare you for: This major allows you entrance into a number of interpersonal and marketing jobs/careers, including: jobs marketing products for almost any businesses, possibly in management, sales management, brand/product management, and public relations. Further education at the master's or Ph.D. Level is also available, affording more opportunity for upper level administration within the business world.

### Schools That Offer Associate in Accounting



This program is designed for advanced practice nurses who hold a Bachelor of Science in Nursing (BSN) degree and licensed as a Registered Nurses with at least one year of clinical experience.



A nonprofit, regionally accredited higher education institution, Pacific Oaks offers bachelor's completion and master's programs in a variety of fields, including Human Development, Marriage and Family Therapy (MFT), Education, Early Childhood Education (ECE), Teacher Credentialing, and Organizational Leadership.



Bryant & Stratton College offers a personalized career education and experience leading to high-demand professions so graduates are prepared for their careers and life pursuits.



Southern New Hampshire University is a private, nonprofit, accredited institution with more than 3,000 on campus students, over 170,000 online students, making it one of the fastest growing universities in the nation. Since its founding in 1932, the University has transformed from a school of accounting and secretarial science into an institution offering over 200 programs, from certificates to doctoral level degrees including business, education, liberal arts, social sciences and STEM.