



## University of Connecticut (Hartford)

### BS Marketing Management

#### Study details

**Course type:** Bachelor's degree  
**Degree:** BS Marketing Management  
**Study mode:** Full time  
**Duration:** 48 Month

#### Cost of study

**Cost :** 39 678 USD  
**Reg. fee :** 80 USD  
**Scholarship :**  
**Insurance :** N/A USD

#### Intake/s

Aug

#### Requirements

- English entry - TOEFL 79 (IELTS 6.5, Duolingo 100)
- GPA entry - 3.0 GPA or equivalent
- have completed secondary school (equivalent to U.S. grades 9-12)

#### Accommodation

Provided by partner agencies

#### Speciality

*The Marketing Management major is available to Business students at the Hartford and Stamford Campuses.*

#### Additional information

#### Degree Overview

*The Marketing Management major was formerly called Digital Marketing & Analytics. Students will be able to declare the Digital Marketing & Analytics concentration within the Marketing Management major.*

Marketing Management at UConn is distinguished by the integration of experiential learning and the latest insights from academic research. You develop conceptual, analytical, leadership,

communication, and creative skills through case discussions and memos, writing marketing plans, in-class exercises, and company projects. You learn the academic evidence for “what works” in marketing from leading scholars in the field. UConn students have a number of opportunities to develop specialized skills in marketing, to do an internship to practice what they learn, and to participate in academic research.

Students will be able to declare an optional concentration in Digital Marketing & Analytics within Marketing Management, which equips students with the knowledge and skills to develop and implement digital marketing strategies. The concentration provides students with sufficient depth in both the analytics and strategic aspects of digital marketing to successfully use these tools to meet marketing and firm objectives.