



## Hult International Business School (Boston)

### Marketing

#### Study details

**Course type:** Bachelor's degree

**Degree:** BBA Program

**Study mode:** Full time

**Duration:** 48 Month

#### Cost of study

**Cost :** 57 900 USD

**Reg. fee :** 95 USD

**Scholarship :**

**Insurance :** N/A USD

#### Intake/s

Sep/Jan

#### Requirements

### You'll be asked to provide:

- High school transcripts
- Contact details for one academic reference
- A Personal Statement as an essay (400–500 words) or video (2–5 mins)
- Evidence of English proficiency (if not a native speaker)
- SAT/ACT (optional)
- Scholarship and/or financial aid application

All candidates are required to attend an online interview with a member of our enrollment team. This is where we really get to know you, understand what motivates you, and assess your fit for Hult. We will also review your English proficiency if needed during the interview.

#### Accommodation

### On-site amenities

**These amenities come at an additional cost.**

- On-site gym and climbing wall<sup>1</sup>
- Laundry facilities on each floor<sup>1</sup>
- High-speed internet throughout building<sup>2</sup>
- Central air conditioning<sup>2</sup>
- Access to 5x5 soccer field
- Social lounges
- Quiet common study area
- Auditorium for events and movies
- 24-hour security
- Dedicated mail room to receive mail

## Speciality

**There aren't any pathways available**

## Additional information

## Why Marketing

All business strategy needs marketing: researching and analyzing your customers, your competitors, and your own company. You need to find the gap in the market, position yourself, create your brand, and promote it. Marketing covers it all.

## The Chartered Institute of Marketing

For over 100 years, CIM has supported the marketing sector. With members in more than 100 countries, CIM strives for business leaders and opinion formers to recognise the positive contribution professional marketing can bring to their organisations, the economy and wider society.

We support, develop and represent marketers, organisations and the profession all over the world. Our ability to award Chartered Marketer status recognises a marketer's commitment to staying current and abiding by a professional Code of Conduct. While our diverse range of training courses and world-renowned qualifications, enable modern marketers to thrive in their roles and deliver long-term success for businesses.