



University of Connecticut (Avery Point)

BS Marketing

Study details

Course type: Bachelor's degree

Degree: BS Marketing

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 major is available to students at the Storrs Campus.

Additional information

Degree Overview

Marketing 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. Marketing majors can earn a concentration in Digital Marketing & Analytics, Professional Sales Leadership, or Social Responsibility and Impact in Business.

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