



University of New Haven

BACHELOR OF SCIENCE

MARKETING



AACSB
ACCREDITED

The University of New Haven's College of Business programs are accredited by AACSB, which is the hallmark of excellence in business education. AACSB accreditation places the University of New Haven among the top five percent of the best business schools around the globe.

Sample Courses

- Social Media Marketing
- Digital Marketing/Google Analytics/AdWords
- Customer Database Marketing
- Consumer Behavior
- Advertising and Promotion
- Organizational Marketing
- Overview of E-Commerce
- International Marketing
- Marketing Research in Global Environment
- Sales Management

Program Description

The heart of a business's success lies in its marketing. Marketing is a process by which a product or service is introduced and promoted to potential customers. Most aspects of business depend on successful marketing – which includes advertising, public relations, promotions, sales, and new product development, as well as modern techniques and tools such as social media marketing, digital marketing, database marketing, e-commerce and Google Analytics/AdWords, and international marketing.

Our program prepares you to become an expert in the global marketing revolution. You'll start with the basic business curriculum – accounting, communication, business law, economics, finance, management, marketing, business math, and statistics courses. Then, through five upper-level courses, you'll study how e-commerce and marketing technologies such as social media, database marketing, Google AdWords, marketing analytics, and statistics have affected the traditional study of marketing – its competitive strategies, development processes, consumer research, and distribution channels. Through electives, you'll deepen your understanding as you explore e-commerce consumer applications, advertising, international marketing, and multimedia.

And you'll learn it all from faculty members who have extensive, personal, real-world marketing experience, including a special familiarity with emerging markets, modern digital and database marketing, Google Analytics/AdWords, and social media applications in firms.

Our goal is for you to graduate with the knowledge and the marketing skill set that will enable you to bring value to your future employer from day one.

Experiential Education

Because experience-based learning is a hallmark of the University of New Haven, the possibilities for students to discover an interest in a field and gain experience in it are endless here. Each experience has both immediate and far-reaching effects: immediate in that students learn while they are doing, and far-reaching in that they bring their acquired expertise to a future job and have the chance to build a professional network with connections that can last a lifetime.

There are several pillars of experiential learning at the University, including study abroad, faculty-mentored research, and internships. Marketing majors have a wealth of opportunities in these areas.

Students interested in studying abroad can do so in any semester of the degree program. Many of them study abroad at the University's breathtaking satellite campus in Tuscany, Italy. Those looking for a more short-term experience can participate in one of our two-week, faculty-led programs. Small groups of students travel with their faculty member and explore another culture and country through their coursework engagement, earning six credits in the process.



Faculty-mentored research is a fantastic opportunity that we offer our marketing students, and our faculty members are enthusiastic participants. Their dedicated supervision and mentoring cover a spectrum of student endeavors – academic and practical research projects, including course research projects, independent study, the writing of research papers, and the Summer Undergraduate Research Fellowship. In fact, several students have successfully published their research papers, coauthored with their professors, in peer-reviewed marketing journals.

Internships are another major part of our marketing students' education, and the value of interning at a reputable company simply cannot be over-estimated. The real world, with its make-or-break deadlines, is the most challenging school there is, but the rewards are many and great.

Faculty Highlights



Ronald Kuntze
Marketing Coordinator

"I love Marketing because it combines both art and science to best serve the customer. It is by far the most creative and fun business discipline.

Whether we are developing creative branding and visual treatments – or diving into the analytics beneath social media activity – we are looking at cutting-edge marketing concepts daily. Marketing is at the forefront of this multitrillion-dollar 'customer data' revolution – (Amazon, Apple, Google, Facebook), and we here at the University of New Haven are always focused on what's happening today!"



Angeli Gianchandani, MA
Practitioner-in-Residence

"I teach principles of marketing, modern global branding, negotiations and sales, and business ethics, which immerse students to think critically in an ever-changing world. My leadership

style motivates students to be the best. In the classroom, I naturally connect with students to build relationships by encouraging openness and curiosity. My class is not limited to a textbook; I make use of content from YouTube and Netflix and partner with real clients to create an experiential learning environment. The methods used in class keep students excited to learn, building confidence and prepare them for their career journey. The array of subjects covered is compelling for students because the subjects are all intertwined with their individual journeys. Important issues that affect brands – from social justice and sustainability to climate change and women's leadership – all come to life in my classroom. I lift students up to find their magic, which gives them a competitive edge. The transformations of leadership and kindness empower students to thrive."

Alumni Profiles



Christopher Whalen
B.S. in Marketing, '12
MBA in Business Policy & Strategic Leadership, '14
Communication and Public Relations Manager
Credit Union League of Connecticut

"The lessons I learned in the University of New Haven's marketing program and the business program as a whole are something I treasure and lean on frequently. The professors not only were masters of their craft in academia but also had accomplished careers in the fields in which they taught. The school prides itself on experiential education. I can attest to that pride. I had multiple courses that provided real-life marketing and advertising experience with companies like Google and JCPenney. I also took full advantage of the internship opportunities that the school helps locate. Without gaining crucial experience at Mastercard and later at a local credit union, I know I would not be where I am today. I'm proud to say I've learned that while the end goal of business may be to profit, it doesn't need to come at the cost of people's well-being. It can be in support of it."



Jason Gratton
B.S. in Marketing, '11
Commercial Engines Sales Support Manager
Pratt & Whitney

"The University of New Haven gave me a holistic view of the business world and a platform of credible knowledge that I could apply immediately after graduation. The professors demonstrated passion for their subjects and brought networks from the corporate boardroom right into the classroom. What's more, the intimate class sizes created a dynamic forum in which professors and students could explore both strategic and tactical business concepts. My professors also provided us with tangible experiences – national retail-brand advertising competitions, search advertising campaigns with local businesses, and hands-on internships. In fact, a major regional ad agency offered me an internship after I had a brief conversation with a guest speaker. I also became president of the student chapter of the American Marketing Association – another experience that helped prepare me for the professional world. I absolutely credit the University's experiential approach for effectively preparing me for sales and marketing roles within an industry-leading Fortune 50 aerospace company."



Internships

Students can obtain a wealth of knowledge from books, lectures, and guest speakers; however, more complete knowledge can be acquired by having students enter the workforce and assume responsibilities that will help develop their business management skills and acumen.

The University of New Haven considers internships to be a critical component of the educational process. We strive to successfully match an intern with the most appropriate work environment. We understand that all three parties in the internship relationship – the University, the student, and the internship location – must devote significant time to make it work. When achieved, this balancing act results in a quality internship that can lead to developing a strong future employee.

These are just some of the high-profile companies at which our marketing students have interned:

- Aetna
- Connex Credit Union
- Edible Arrangements
- Greater New England Minority Supplier Development Corporation
- iServe Residential Lending
- Liberty Insurance
- People's United Bank
- Pratt and Whitney
- RBS-Citizen's Bank
- Sikorsky Aircraft
- The Hartford

Did You Know?

76% of employers indicate their primary purpose for sponsoring interns is to recruit entry-level talent.

83% of employers report higher retention rates for those new hires with internship experience versus those with experience.

Why Choose the University of New Haven to Study Marketing?

- 1 A marketing degree lends itself to careers in just about any field**, because almost all businesses and nonprofit organizations need creative and competent people to market their message.
- 2 Marketing majors are some of the highest paid of all college graduates**, especially in business-to-business and entertainment-related industries. What's more, the Bureau of Labor Statistics forecasts job growth in marketing through the next several years to be substantially higher than that for other business fields.
- 3 You will learn modern marketing techniques, participate in cutting-edge programs, and work with real clients.** Students work with real clients in the Google Challenge course (Google-funded) and the Social Media Marketing courses to deliver modern solutions to modern internet, mobile, and social media platforms.
- 4 Our marketing programs are strongly oriented to the global, real-time business world and are taught by well-established scholars** with global expertise and top-notch reputations in conducting research and in teaching experiences worldwide. This exposure to global business knowledge, combined with the foreign study programs available at the University, is a superb preparation for entering the 21st-century business world.
- 5 Our advertising and social media classes are taught by professionals who are highly adept in the art and science of social media marketing.** Our students compete regularly – and successfully – in national student competitions.
- 6 Our Professional Sales minor brings the lost art of selling back to center stage, where it belongs.** The program includes training in customer analysis, sales techniques, negotiation, and closing the deal. This minor will give you a real competitive edge over those entering the business world who do not possess this key skill. Recognized by the Sales Education Foundation, our professional sales program is one of the best in the United States.
- 7 Add a concentration in marketing analytics**, and you'll study marketing technologies such as social media, database marketing, and Google AdWords to develop your knowledge and marketing skill set. This will enable you to bring value to your employer from day one.

About Us

The University of New Haven, founded on the Yale campus in 1920, is a private, coeducational university situated on the coast of southern New England. It's a diverse and vibrant community of more than 7,000 students with campuses across the country and around the world.

Within our colleges and schools, students immerse themselves in a transformative, career-focused education across the liberal arts and sciences, fine arts, business, healthcare and health sciences, engineering, public safety, and public service. More than 100 academic programs are offered, all grounded in a long-standing commitment to collaborative, interdisciplinary, project-based learning.

At the University of New Haven, the experience of learning is both personal and pragmatic, guided by a distinguished faculty who care deeply about individual student success. As leaders in their fields, faculty provide the inspiration and recognition needed for students to fulfill their potential and succeed at whatever they choose to do.



Your Success Starts Here

For more information or to arrange a visit, contact

Office of Undergraduate Admissions

☎ 203.932.7319

📍 newhaven.edu

Mary Miller, Director of the Undergraduate Experience for the Pompea College of Business

✉ MMiller@newhaven.edu