



Small class sizes ensure that you'll receive personal attention from faculty



Develop a portfolio to showcase your skills to potential employers

99%

of UB students received financial aid

(Fall 2023)

Bachelor of Science in Marketing

Become the creative marketing professional companies are seeking

Marketing is the art and science of understanding consumer needs, creating compelling messages, and conveying value to target audiences. It encompasses a wide range of concepts, from market research and analysis to brand management, advertising, digital marketing, and more. At UB, we will help you develop a deep, multidisciplinary understanding of consumer behavior, market trends, and competitive landscapes. Our hands-on learning experiences will allow you to hone your creativity, strategic thinking, and problem-solving abilities, enabling you to develop effective marketing campaigns and initiatives for a successful and creative career in modern marketing.

Gain skills you can carry from the classroom to your career

Your courses are composed of hands-on projects, such as running your own campaigns and conducting your own market research. This will give you exposure to real-world blind spots in the field and give you opportunities to apply marketing principles in a professional setting. You could even develop a portfolio of work that will make you stand out in your job search after graduation! By staying on top of the latest marketing technologies and trends, you'll learn how to adapt to the ever-changing marketing landscape and position yourself for future success.

Ernest C. Trefz School of Business

At UB's Ernest C. Trefz School of Business, classes are taught by expert faculty, including experienced marketing leaders, business executives, lawyers, and entrepreneurs. Their diverse backgrounds and teaching strategies will prepare you to understand the realities of running businesses of all sizes in any economy.



Bachelor of Science in Marketing

Rewarding career opportunities

Graduates of UB's BS in Marketing program can pursue a variety of exciting career opportunities, including:

- Advertising executive
- Brand manager
- Digital marketing coordinator
- Market analyst
- Market researcher
- Marketing manager
- Product manager
- Public relations specialist
- Sales manager
- Social media manager
- And more!

Admission requirements

- Complete the application for enrollment at bridgeport.edu/apply
- Submit transcripts
 - Submit proof of high school completion or its equivalent
 - Submit transcripts from all colleges/universities attended (*transfer applicants*)
- Students must have a minimum cumulative GPA of 2.5
- First-year students must submit a personal essay (optional if you choose to submit SAT/ACT scores)



Scan the QR code for additional information on our Marketing degree.

The University of Bridgeport is accredited by the New England Commission of Higher Education. The University also is accredited by the Connecticut Office of Higher Education.



We are invested in your success

While you're earning your degree, you can take advantage of:

- 80+ career-focused academic programs
- A 16:1 student-to-faculty ratio
- Expert faculty with decades of experience in their fields
- Academic Advising
- Center for Career Development
- Tutoring

Make the most of your college experience

When you live at UB, you'll have a chance to explore:

- Beautiful residence halls located right on Long Island Sound
- Over 50 clubs and organizations, including Greek life, to help you get involved on campus
- Men's and women's NCAA DII varsity teams
- A diverse student body from over 25 countries
- Convenient location — 2 hours from Boston and 1.5 hours from New York City
- The #1 safest college campus in Connecticut¹

¹ ADT, 2021