

MARKETING

BACHELOR OF SCIENCE
BUSINESS ADMINISTRATION

Monfort College
of Business



Bring Products and Services to the People

Are you a big-picture thinker with an interest in people, services and products—and an interest in creative venues for sharing information, brands, ideas and opportunities? If so, marketing may be the program for you. Learn how you can work to bring products and services to the right people at the right time.

WHAT YOU CAN EXPECT

Your degree in business administration with an emphasis in marketing will prepare you for today's business world and the creative, high-energy field of marketing. Gain real-world experience by working for actual clients (which looks great on a resume) to understand and build client and customer relationships, identify target markets and develop marketing strategies, and more. Your UNC degree will provide you with the skills you need for a career as a marketing manager, product planner and developer, sales promoter, advertising associate, brand ambassador, and many more.

WE DO BUSINESS DIFFERENTLY

- We have one of the most distinguished student-focused business programs in the country. You'll share a classroom with an average of 26 students, so it's easy to get to know your professors and fellow students.
- You can get involved in a nationally recognized student club as soon as you step foot on campus.
- You will work on real-world projects most business schools usually save for graduate students.



The Monfort College of Business is widely recognized as a leading business school and is the only one in the nation to earn the Malcolm Baldrige National Quality Award from the Office of the President of the United States.



UNIVERSITY OF
**NORTHERN
COLORADO**



MCB connects students with professional experiences and internships.



LEARN FROM EXCEPTIONAL FACULTY WITH INDUSTRY EXPERIENCE

Our award-winning faculty includes top professors, experienced executives, and practicing business professionals. They are passionate about sharing their industry expertise and connections with UNC students and working closely with you to help you develop your potential to reach your goals. In addition to traditional classroom lectures, discussions, projects and research, you'll gain real-world experience by working on marketing plans for actual clients.

GAIN THE TOOLS YOU NEED AND THE OPPORTUNITIES YOU WANT

The Monfort College of Business offers state-of-the-industry facilities, hardware, software, tools and experiences you'll use in the workplace. Working with a wide variety of local and regional businesses and companies, MCB connects students with professional experience and internships before graduation, giving you an advantage in the job market.

HONORED BY CREDENTIALS THAT MATTER

- For 11 consecutive years, graduating seniors of MCB have scored in the top five to 10 percent on the national Educational Testing Service Major Field Test in Business, which assesses students' core business knowledge.
- MCB is accredited by AACSB International in both business and accounting—the "gold standard" for accreditation. MCB is one of only three schools in Colorado to be accredited in both disciplines.

"MCB Professors come from diverse backgrounds and have significant experiences to provide students with real-world applications of marketing. MCB marketing students also have the opportunity to work with clients and businesses to develop marketing strategies and help promote growing businesses. Along with providing me with invaluable marketing education, MCB's marketing program has given me the skills and opportunity to acquire a job while still enrolled at UNC."

—Grant Bukowski, Class of 2015

PROGRAM WEBSITE
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