Bachelor of Science
Marketing

Overview
The Marketing major is offered in the Faculty of Social Sciences, at Mona School of Business and Management. The Marketing major is designed to educate students on the theories, principles and practices of Marketing. Students who take this major are qualified to commence a professional career in marketing on graduation.

Courses in this major include: Principles of Marketing, Marketing Research, Consumer Behaviour, Integrated Marking Communication, Marketing Strategy and System Analysis and Design.

Entry Requirements
- Five (5) CXC/CSEC (General Proficiency Grades I-III from June 1998) or GCE/ BGCSE O'Level (Grades A-C) with compulsory subjects: Mathematics and English Language and two (2) CAPE subjects (Units 1 and 2) or GCE/BGCSE A’ Level passes in a minimum of two (2) subjects; OR
- An Associate degree, Diploma and/or Certificate from other approved tertiary institutions having attained a B+ average or a minimum GPA of 2.5; OR
- High School (Grade 12) transcript with a minimum GPA of 3.0 and a minimum SAT I score of 1700 plus a minimum of two (2) SAT II subjects at a score of 500 or above or successful completion of Advanced Placement Courses the International Baccalaureate programme.
What is Marketing?

Marketing is a management process for exploring, creating and delivering value to satisfy the needs of the target audience at a profit. This process involves the coordination of at least four elements of the marketing mix: product, price, place and promotion.

The typical marketing curriculum is aimed at the following:

- Understanding of the role of marketing in modern organizations.
- Understanding of consumer behaviour in the marketplace.
- Understanding of the importance of brand management.
- Know-how to conduct market research and report on survey findings.
- Know-how to develop marketing plans.

Skills Needed

Intellectual
- The ability to understand, apply, analyse and evaluate data.
- The ability to identify problems and know what knowledge is required to solve problems.

Professional
- Good ethical values
- Ability to work effectively as a member of a team
- Report preparation
- Attention to detail
- Commitment to lifelong learning

What can I do with a Degree in Marketing?

Marketing involves a number of activities such as: Research, Planning, Product Development and Management, Pricing, Distribution and Consumer Behaviour. With a Marketing degree, graduates often pursue professional careers in Marketing and Sales. Graduates can work in the Marketing Department of a business in the private sector. Graduates can also work in the Marketing Department of a Government Agency or in Central Government Ministries. Opportunities are also available in non-profit organizations for graduates.

Career Options:
- Public Relations Specialist
- Market Researcher
- Media Buying Specialist
- Market Analyst
- Marketing Manager
- Sales Manager
- Brand Manager
- Product Manager
- Advertising Manager
- Services Manager
- Social Media Manager
- Corporate Communications Manager