



PROVIDENCE COLLEGE

Department of Marketing

Why Study Marketing at Providence College?

Marketing is an art and a science, and students in PC's Department of Marketing are empowered to excel in both. Our students not only learn theoretical concepts and acquire the tools and analytical skills they need to succeed, they also learn to think critically about the impact of marketing on global society. Through engaging, hands-on learning opportunities and the diverse perspectives encountered in core classes, our students gain confidence that sets them apart. In turn, they're able to market what is most important: themselves.



A Nationally Ranked, Accredited School of Business

The Providence College School of Business, home to the Department of Marketing, joined the ranks of just 30% of U.S. business schools when it earned accreditation from AACSB International in 2012. It's also listed by *Poets and Quants* as being among the top undergraduate business schools in the nation.

Many courses are taught in the state-of-the-art, award-winning Arthur F. and Patricia Ryan Center for Business Studies, which opened in spring 2017. The Ryan Center includes specialized business computer labs, as well as collaboration, conference, and breakout rooms, and a professional development suite. This unique education and learning environment — based on the power of “we” rather than the power of “me” — makes our graduates indispensable to employers and personally fulfilled.



Business Experience Beyond the Classroom

Real-world-connected learning and interaction with business leaders is an integral part of a PCSB education. Our program prepares graduates to make a meaningful impact in a variety of careers, including sales, product and brand management, product development, market research, advertising, public relations, retailing, purchasing, customer relations, international marketing, and more. With this in mind, the department offers an excellent variety of internship opportunities at regional, national, and international companies and nonprofit organizations, including: Accenture, Adidas/Reebok, the Boston Celtics, CBS Sports, Citizens, Clear Channel Communications, CNBC, Condè Nast Publications, CVS, Fidelity Investments, Hasbro, Inc., Hershey, IBM, Madison Square Garden, Nestlé, Rhode Island Coalition for the Homeless, Smith Barney, and WJAR-NBC10.



Distinguished Faculty

Our faculty members are not only experts in the field, they are creators, innovators, business owners, and thought leaders. Our faculty includes:

- award-winning consumer marketing and product development experts who have helped to bring iconic products, such as G.I. Joe and Transformers, to the marketplace.
- marketing specialty experts who have conducted research on industry topics from international marketing to the marketing of luxury fashion brands like Gucci and Calvin Klein.
- thought leaders who regularly present at gatherings of industry-shaping associations like the American Marketing Association, American Society for Competitiveness, and the Marketing Management Association.
- contributors to esteemed industry publications like the *Journal of Consumer Marketing*, *Journal of Marketing Theory & Practice*, *Psychology & Marketing*, *Journal of Current Issues and Research in Advertising*, *Journal of Strategic Marketing*, *Journal of International Marketing*, and *Journal of Marketing Channels*.



Our Marketing Degree Program

Bachelor of Science in Marketing

Success in marketing requires quantitative and qualitative skills. Our program is designed to develop both through a broad-based business curriculum.

Courses focus on developing analytical, creative, and organizational skills, as well as the ability to communicate clearly, while teaching the practical methods for identifying and responding to consumer demands for products and services. Students are introduced to the theoretical concepts and applied tools — such as market research techniques and digital strategies — needed to succeed in today's fast-paced global marketplace.

Our small class sizes offer opportunities to interact regularly with faculty. Several courses feature team projects that cultivate interpersonal and leadership skills, often providing opportunities to implement marketing strategies on behalf of local nonprofit organizations.

SELECTED COURSES

Principles of Marketing
Buyer Behavior
Integrated Marketing Communications
International Marketing
Marketing Research
Sales Management
Fashion Marketing
Statistical Analysis for Business Decisions
Advanced Advertising
Organizational Behavior



Life After PC

95%

of

2016-2020

marketing graduates

are employed and/or attending graduate school

89%

are employed only

2%

are attending school only

4%

are employed and attending school

Selected Places of Employment/Service

Accenture • AMC Networks • Anheuser-Busch InBev
Bank of America • CBS Radio • CDM Media • Citi • Citizens
Dell • EMC • Deutsche Bank • Dunkin' Brands Inc. • Elie Tahari
Hasbro • Havas Media • Hubspot • Indeed.com
Mercer • MullenLowe Mediahub Global
National Football League • National Hockey League
NBC Universal • Nestlé • Oracle Netsuite • ServiceNow
Staples • Starwood Hotels and Resorts • TechTarget
Techtronic Industries • The TJX Corporations
VistaPrint • Wayfair

Select Graduate Schools

Babson College • Brandeis University • Canisius College
Fairfield University • Kingston University London
Providence College