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.

**B.S. 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 and 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.

**Minor**

The marketing minor is a tailored set of six courses that are intended to provide breadth in the marketing discipline and depth in specific thematic areas, leading to potential careers in sales, digital marketing, advertising, media planning, or brand management, among others. Each course includes a hands-on marketing project to provide an experiential component to the minor.
The Providence College School of Business is one of just 30% of U.S. business schools accredited by AACSB International. It’s also listed by Poets and Quants as being among the top undergraduate business schools in the nation.

Marketing courses are taught in the state-of-the-art, award-winning Arthur F. and Patricia Ryan Center for Business Studies, which includes specialized business computer labs, as well as collaboration, conference, and breakout rooms, and a professional development suite.

Nearly every PCSB graduate participates in at least one internship at esteemed organizations such as Accenture, Adidas/Reebok, the Boston Red Sox, CBS Sports, CNBC, Condé Nast Publications, CVS, Hasbro, Inc., Hershey, IBM, Madison Square Garden, Nestlé, and Smith Barney.

PEOPLE AND PLACES

94% of marketing graduates are employed or attending graduate school
(Providence College classes of 2018 – 2022)

Selected Places of Employment

- Home Team Sports
- Amazon
- Horizon Media
- Robert Half
- Amica Life Insurance
- Hubspot
- Bank of America
- Strikepoint Media
- Boston Consulting Group
- LEGO
- Chobani
- NBCUniversal Media, LLC
- New Balance
- UNFI
- CVS Health
- Wayfair
- Wine Spectator
- Hasbro
- Yelp

Selected Graduate Schools

- Brandeis University
- Johnson and Wales University
- Quinnipiac University
- Canisius University
- LSU E.J. Ourso College of Business
- University of Massachusetts Lowell
- Fairfield University
- Marquette University
- University of St. Thomas
- Hult International Business School
- Providence College

business.providence.edu/marketing