

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, available to non-business majors, 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.



Explore Courses of Study
and More





PEOPLE AND PLACES

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



Selected Places of Employment

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

Selected Graduate Schools

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

94%

of marketing graduates are employed or attending graduate school

(Providence College classes of 2019 - 2023)

business.providence.edu/marketing