ONLINE BACHELOR OF BUSINESS ADMINISTRATION

Marketing

AACSB ACCREDITED

FULLY ONLINE DEGREE

OPPORTUNITY TO JOIN THE HONORS COLLEGE

120 CREDITS

$212.71 IN-STATE COST PER CREDIT

$329.77 OUT-OF-STATE COST PER CREDIT

AACSB

FIU Online

Florida International University
BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

ABOUT THE PROGRAM

Our FIU Online Bachelor of Business Administration with a concentration in marketing prepares you for a successful career in a wide range of marketing fields, including retailing, social media and e-marketing, advertising, public relations, communications, logistics, marketing research, and sales management. You will emerge with a solid foundation in marketing principles and strategy, consumer behavior, sales, research, presentation skills and how to market products and services effectively.

Earn your BBA with a concentration in marketing fully online and gain a broad foundation in marketing concepts and practices. In addition to outstanding faculty and relevant coursework, students can become involved in FIU’s Chapter of the American Marketing Association, recognized among the top 10 chapters in the U.S. for the past 10 years.

APPLICATION CHECKLIST

Freshman Students
- Online Application with nonrefundable fee of $30 (U.S. dollars).
- Official SAT or ACT scores.
- Official high school transcripts.

Transfer Students
- Online Application with nonrefundable fee of $30 (U.S. dollars).
- Official college transcripts (If less than 60 credits were earned, high school transcripts and SAT or ACT scores must be submitted). Transcripts must be sent directly by the institution(s) to FIU in electronic format or mailed in a sealed institution envelope.

International Students
- International applicants must also submit:
  - Official TOEFL/IELTS scores.
  - NACES official course-by-course evaluation and translation of college transcripts.

Program Guidelines
- Pre-core GPA of 2.5 or higher.

To see a detailed list of admission requirements, go to: fiuonline.fiu.edu/marketing

WHY CHOOSE FIU ONLINE?

Your Success Is Our Success. Wherever you want to go, FIU Online can take you there. With a variety of degrees, there’s one that’s a perfect fit for you. It’s the convenient, flexible and affordable approach to building a better future.

At FIU Online, you’re not in it alone. Earning your degree is a shared experience, and we’re with you every step of the way. With our renowned faculty providing feedback, and the full resources of a respected, prestigious state university to support you, FIU Online offers a support network that is both high-tech and high-touch from your first day of class to graduation day.

There is help to guide you through the application process, success coaches to counsel you and 24/7 live tech support for any technology questions. Whatever you need to succeed, know that we’re there for you.

You Are The Campus
At FIU Online, you will be part of a prestigious university with over 200,000 alumni internationally. Our students reflect an incredible diversity of experiences and cultures that enrich online learning for faculty and peers located around the world. Wherever you are, we are.