

DEPARTMENT OF MARKETING

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Professor and chair

business.vcu.edu/academics/marketing (<https://business.vcu.edu/academics/marketing/>)

The Department of Marketing provides students with a comprehensive introduction to the many topics and concepts that make up today's marketing professions. Additionally students have the opportunity to participate in high quality learning experiences that broaden traditional ideas of the classroom in projects, exercises and internship experiences that involve a variety of business organizations as well as state and local government agencies.

Students who complete the requirements for the below will receive a Bachelor of Science in Marketing.

- Marketing, Bachelor of Science (B.S.) with a concentration in general marketing (<https://bulletin.vcu.edu/undergraduate/business/marketing/marketing-bs-concentration-general-marketing/>)
- Marketing, Bachelor of Science (B.S.) with a concentration in marketing communication and analytics (<https://bulletin.vcu.edu/undergraduate/business/marketing/marketing-bs-concentration-integrated-marketing-communications/>)
- Marketing, Bachelor of Science (B.S.) with a concentration in product and brand management (<https://bulletin.vcu.edu/undergraduate/business/marketing/marketing-bs-concentration-product-brand-management/>)
- Marketing insights, minor in (<https://bulletin.vcu.edu/undergraduate/business/marketing/marketing-insights-minor/>)
- Sales, minor in (<https://bulletin.vcu.edu/undergraduate/business/marketing/sales-minor/>)