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 any of these concentrations will receive a Bachelor of Science in Marketing.

- Marketing, Bachelor of Science (B.S.) with a concentration in general marketing (http://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 (http://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 (http://bulletin.vcu.edu/undergraduate/business/marketing/marketing-bs-concentration-product-brand-management/)
- Marketing insights, minor in (http://bulletin.vcu.edu/undergraduate/business/marketing/marketing-insights-minor/)
- Sales, minor in (http://bulletin.vcu.edu/undergraduate/business/marketing/sales-minor/)