

Marketing

Main Content	Just the Facts	Additional Resources
<p>About the Program Turn Ideas into Impact</p> <p>The BBA in Marketing at Columbus State University teaches you how to promote, sell, and build marketing strategies that make a difference. Available online or in person, this flexible degree helps you understand what customers want and how to connect products and services to their needs. You'll graduate with the skills to lead marketing efforts from small businesses to global brands.</p> <p>Apply Now</p> <p>Request Info</p> <p>Customize Your Degree</p> <p>Marketing (Minor)</p> <p>Add a competitive edge to your business degree with a minor in Marketing. You'll explore topics like advertising, consumer behavior, and marketing research while building communication and strategy skills that are valuable in any industry. This minor is available for business majors only.</p> <p>View Program of Study</p>	<p>Total Credit Hours: 120 Hours</p> <p>Delivery Format: On Campus, Hybrid or Online</p> <p>Completion Time: 4 years (full-time)</p> <p>Academic Unit: Department of Management & Marketing</p>	<p>View the Program of Study</p> <p>View Admission Requirements</p> <p>View Program-Specific Requirements</p>

Program Highlights Your Academic Experience

- Earn your degree 100% online or in person—your choice
- Real-world experience through internships, group projects, and hands-on coursework
- Learn from faculty with marketing, sales, and communication industry experience
- Support includes academic advising, free tutoring, and success coaching
- Choose electives that match your goals like digital marketing or branding
- Small class sizes for more personalized attention

What Can You Do With This Degree?

Explore job trends, average salaries, and growing opportunities so you can see how your degree connects to meaningful career pathways and the future of your field.

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Admission Requirements Your Pathway to CSU

Program-Specific Admission Requirements

This program has specific admission requirements. These requirements are available in our catalog.

[View Program-Specific Admission Requirements](#)

Institutional Admission Requirements

All applicants must meet our institutional admissions requirements to be accepted into Columbus State University.

[View Institutional Admission Requirements](#)

Related Programs You May Also Be Interested In

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Management

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Bachelor of Business Administration

Management Information Systems

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Minor

Data Analytics

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