



**HARSON** /

Bachelor of  
**Science in  
Marketing Management**

## WHO WE ARE?

Harson University is an educational institution with undergraduate and graduate programs. From its headquarters in the United States, we give you the academic continuity and the opportunities, and knowledge, to become a professional of global stature.



Get a Bachelor  
or Master Degree



100%  
Online Classes



American  
teachers



Classes  
in Spanish

## BACHELOR OF SCIENCE IN MARKETING MANAGEMENT

The program is focused on the knowledge of model theories of commercial management.

You will learn market research skills, understanding of consumer needs, the application of commercial strategies and the generation of a commercial culture.

## PROGRAM OBJECTIVES

To train professionals capable of investigating and providing solutions to the needs of consumers. Setting business objectives through technological management and marketing tools.

## GRADUATE SKILLS

- Create and develop marketing strategies considering relevant variables such as segment, positioning, objectives.
- Know the most relevant aspects that influence consumer behavior.
- Manage marketing decisions based on information.
- Develop relationships with the clients to incentivize marketing strategies.
- Manage digital marketing campaigns.

# CURRICULUM

## GENERAL EDUCATION

30

### CREDIT HOURS

#### 10 COURSES

- Written communication
- Applied Algebra
- Environment and Cultural Diversity
- General Biology
- Professional Ethics
- English I
- English II
- Data Analysis
- Psychology and Qualitative Research
- Intrapersonal Competences

## MAJOR COURSES

75

### CREDIT HOURS

#### 25 COURSES

- Marketing Fundamentals
- Consumer Behavior and Commercial Sociology
- Quantitative Research
- Branding and Product Management
- Service Marketing
- History of Fashion
- Development and Planning of Collections
- Retail Purchasing Management
- Fashion Branding and Fashion Styling
- Cost and Budget Analysis
- Commercial Distribution Strategies
- Creativity and Innovation Management
- Relationship Marketing and Customer Relationship Management (CRM)
- Strategic Marketing
- Pricing Strategies
- Business Intelligence
- Brand Creation and Development
- Marketing Plan
- Management Skills
- Innovation and Value Creation
- Entrepreneurship Management
- Presentation and Persuasion Skills
- Organizational Sustainability
- Change Management
- Technological Tools for Management

## CORE COURSES

The student will choose 5 electives to total 15 credit hours concentration courses:

### DIGITAL MARKETING

15

#### CREDIT HOURS 5 COURSES

- Effective Digital Communication
- Digital Business Design
- E-commerce and Mobile Marketing
- Digital Media Strategy and Social Media
- Digital Transformation

### RETAIL MARKETING

15

#### CREDIT HOURS 5 COURSES

- Consumer Experience Management (CX)
- E-commerce and Mobile Marketing
- Retail Management
- Visual Merchandising and Retail Design
- New Technologies Applied to Marketing

# ADMISSION REQUIREMENTS

- File a completed signed and dated admission application.
- Application fee \$85.00 (non-refundable) made payable to Harson University.
- Submit a copy of a valid government issued picture ID.
- Applicants to the Bachelor program must have obtained a High School degree from a regionally or nationally accredited institution.
- Submit a copy of High School diploma or GED (General Education Diploma).
- Submit a copy of official High School, GED, or College transcripts.
- Applicants from High-Schools out of US or with Associate's degrees from non-US institutions of higher education are required to submit their credentials for evaluation of US equivalency by a recognized agency specialized in this activity and member of the National Association of Credential Evaluation Services (NACES).
- Harson University offers its programs online and in Spanish. Applicants whose native language is other than Spanish, are required to take and approve a Proprietary Proficiency Language Test.
- Payment of tuition and fees by deadline indicated on Enrollment Agreement.
- Online students must have access to the internet.
- Harson University reserves the right to deny admission to any prospective student that in their judgment poses an undue risk to the safety or security of the University and the University community.

## HARSON

### Contact us

📞 754-206-9443

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