



Central to Creating Impactful Campaigns

Central's BS in Marketing provides a foundation in marketing skills, theory, and best practices, domestic and international. Students will polish written and oral communication, use teamwork, computer, and critical thinking skills, and learn new creative marketing concepts.

Students can gain first-hand experiences in the "real world." In several classes, Marketing majors serve as consultants to local businesses and non-profit agencies. Central Marketing Graduates are ready for successful marketing careers!

Marketing is a field that offers ambitious students rewarding career opportunities. In fact, about a third of all employees work in marketing-related activities.

Program Features

- Students can custom design their program
- All faculty possess PhDs from top universities and have extensive research and teaching experience
- Faculty are committed to offering world class learning opportunities and helping every student succeed
- Real business world experience may be obtained by students through school-sponsored internships and the Central Cooperative Education Program
- Option for 5-year accelerated BS in Marketing/ MBA
- Financial aid and scholarships available
- Free on-campus child care available



**AACSB
ACCREDITED**

The Central School of Business is an accredited member of AACSB International – The Association to Advance Collegiate Schools of Business.



**CENTRAL
CONNECTICUT
STATE UNIVERSITY**

Career Preparation

Graduates are prepared for entry-level positions (e.g., sales, customer services, public relations, product management, analytics, digital marketing, marketing research, and market analyst), the opportunity to become a marketing professional, and continuing to graduate study.



DID YOU KNOW?

According to the U.S. Bureau of Labor Statistics, from 2021-2031 employment of public relations specialists are projected to grow 8% and market research analysts are projected to grow 19%.

Source: bls.gov

Clubs & Internships

Students take on internships and co-ops with companies in the Greater Hartford area.

Students also participate in our **Student Professional Association (SPA)** and connect with executives from companies like Travelers, ESPN, Connecticare and UBS.

The **Marketing Club**, a member of the **American Marketing Association**, gives students the opportunity to work on certification programs, work directly with small businesses, attend conferences and experience marketing firsthand!



ABOUT CENTRAL:

Central Connecticut State University is the largest university within the Connecticut State Colleges and Universities system. Founded in 1849, Central is also the state's oldest publicly funded university. Our campus is located in New Britain, Connecticut. Central is accredited by the New England Commission of Higher Education (NECHE).

