MARKETING, B.S.

Millersville University's Marketing program produces creative professionals who are well versed in interacting with customers and researching market trends. The marketing program helps students understand how to effectively develop attractive products and services, how to price offerings competitively, and how to stand out from other firms by using cutting edge advertising strategies.#Through our courses in consumers behavior, marketing research, marketing strategy and our multiple marketing elective courses, students develop strong communication skills, consumer research ability, and strategic business acumen.

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