

**Take the  
next big step  
in your career journey.**



## Bachelor of Science in Business Administration - Marketing

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Fully Online & Flexible Learning

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Industry-Aligned Specializations

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Global Business Curriculum

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Real-World Capstone Project

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Collaborative & Interdisciplinary Approach

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Career-Ready Skills in Leadership, Tech, & Analytics

The Bachelor of Science in Business Administration (BSBA) - Marketing at Florida Coastal University is an industry-relevant program designed to develop future-ready marketing professionals. It blends core business knowledge with hands-on learning to prepare students for today's fast-changing business environment.

Focused on strategic thinking, consumer behavior, and brand-building expertise, the Marketing specialization equips students to research markets, create impactful campaigns, and drive business growth across diverse industries. Graduates are prepared to lead in brand management, digital marketing, market research, and entrepreneurial ventures with confidence and integrity.



### Program Overview

The Bachelor of Science in Business Administration (BSBA) - Marketing program is structured as a 120-credit hour fully online degree that balances general education, core business knowledge, and advanced specialization. It is designed to foster a multidimensional understanding of the business world, from economic fundamentals and legal frameworks to digital innovation and global market dynamics. Students gain valuable exposure to real-world business scenarios through simulations, capstone projects, and interactive coursework—all delivered via a flexible, student-centered online platform. The program includes:

- 30 credit hours of general education
- 60 credit hours of core business courses
- 24 credit hours in a marketing specialization
- 6 credit hours of capstone project work

### Why choose this program?

- Focused on real-world marketing skills like market research, brand strategy, and campaign planning
- Combines core business knowledge with hands-on marketing training
- Includes simulations and capstone projects for practical learning
- Prepares you for data-driven roles in advertising, digital marketing, and brand strategy
- Builds leadership, decision-making, and analytical capabilities tailored to the marketing sector



**Florida  
Higher  
Education**

**Creating  
Opportunities  
within State**





### Why Florida Coastal University?

- **Approved:** Provisionally by the Commission for Independent Education (CIE), Florida
- **Affordable Tuition:** Designed for ambitious professionals, without financial burden
- **Work-Life-Academia Balance:** Learn at your own pace from anywhere in the world
- **Job-Aligned Curriculum:** Built for practical impact and career transformation
- **Global Network Access:** Connect with peers, alumni, and faculty across industries.

### Career Pathways

Graduates of the Bachelor of Science in Business Administration (BSBA) - Marketing program are equipped with interdisciplinary knowledge and industry-aligned skills that prepare them for a wide range of career opportunities across business domains. Students can pursue the following roles:

- Marketing and Brand Manager
- Digital Marketing Specialist
- Market Research Analyst
- Advertising and Promotions Coordinator
- Social Media Marketing Strategist



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### Curriculum Structure

- General Education: (10\*3=30 Credits)
- Core Business Courses: (20\*3=60 Credits)
- Marketing Specialization: (8\*3=24 Credits)
- Capstone Projects: (6 Credits)

### Capstone Experience

Engage in a culminating project where you

- Solve real business problems
- Create detailed business plans
- Present to faculty and industry mentors

Email us at

[admission@floridacoastaluniversity.com](mailto:admission@floridacoastaluniversity.com)



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