

# MARKETING, B.S. (CAPITAL)

---

**Begin Campus:** Any Penn State Campus

**End Campus:** Harrisburg, World Campus

## Career Paths

Graduates of Penn State Harrisburg's Marketing program can pursue career opportunities in marketing and sales management, advertising, marketing research, retail, public policy, public relations, education and training, and consumer affairs. These opportunities can be found in many settings including small business, large corporations, government, health care, educational institutions, and nonprofit organizations.

## Careers

According to the U.S. Bureau of Labor Statistics, overall employment of advertising, promotions, and marketing managers is projected to grow 9 percent from 2016 to 2026, about as fast as the average for all occupations. Employment growth will vary by occupation. Advertising, promotional, and marketing campaigns are expected to continue to be essential as organizations seek to maintain and expand their market share. Advertising and promotions managers will be needed to plan, direct, and coordinate advertising and promotional campaigns, as well as to introduce new products into the marketplace.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE MARKETING PROGRAM (<https://harrisburg.psu.edu/business-administration/marketing-bs/>)

## Opportunities for Graduate Studies

The School of Business Administration offers a limited number of academically superior Bachelor of Science in Marketing candidates the opportunity to enroll in an integrated, continuous program of study leading to both the Bachelor of Science in Marketing and the Master of Business Administration.

MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (<https://harrisburg.psu.edu/business-administration/marketing-bs-mba/>)