

## BACHELOR OF SCIENCE MARKETING MANAGEMENT

### Bachelor of Science MARKETING MANAGEMENT

#### AT A GLANCE

- ✓ 121 credit hours
- ✓ 3 year option
- ✓ Career-focused curriculum
- ✓ Internships
- ✓ Leadership development

#### KEY COURSES

- Business Communications
- Services Marketing
- Consumer Behavior
- Advertising and Promotion
- Business and Management Policy

#### PROFESSORS WHO ARE EXPERTS IN THEIR FIELD

**ROBERT BRUCE KELSEY, PH.D.**  
Assistant Professor of Communications

**RICK SAUCIER, D.B.A.**  
Professor of Marketing

**RYAN WHEATON, PH.D.**  
Associate Professor of Management

#### Why Marketing Management at Thomas College?

Marketing is a diverse, rapidly-changing field that offers opportunities and rewards for people who love both focusing on details and taking on creative challenges. In marketing management, you'll look at the marketplace from various angles and perspectives, and develop creative strategies that get results. This well-rounded program features significant project-based learning, including opportunities for internships and projects drawn from the real world of marketing. You'll graduate with the skills valued most by employers and graduate programs.

The Harold Alfond® Institute for Business Innovation offers Thomas College students innovation challenges; workshops and seminars, memberships in Phi Beta Lambda, Society for Advancement of Management, and Entrepreneurial Club; one-on-one student counseling and mentorship.



#### FULL LIST OF BUSINESS MAJORS:



# 130 Years

Of preparing  
students  
to enter a  
business field

#### PREPARE FOR A CAREER IN:

- Advertising and Promotion
- Market Research
- Retailing
- Account Management
- Brand Management
- Non-profit Organization Management



207-859-1101



admiss@thomas.edu



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# DO YOU WANT GUARANTEED RESULTS?

Thomas College has a one-of-a-kind Guaranteed Job Program™. We're so confident in the relevance of our student's education that we can guarantee they will find a job within six months of graduation.

## HOW TO APPLY

### 1. SUBMIT YOUR APPLICATION:

Common Application or  
Thomas College Application.

### 2. PROVIDE SUPPORTING DOCUMENTATION:

- ✓ Official High School Transcript
- ✓ Letter of Recommendation  
(1 required, 2 suggested)
- ✓ College Essay and SAT and / or ACT  
(optional)

### 3. BEGIN THE FINANCIAL AID PROCESS:

With your application to Thomas College, we'll automatically consider you for generous merit-based scholarships. Students seeking financial assistance other than merit-based scholarships should file a Free Application for Federal Student Aid (FAFSA).

## AFTER YOU APPLY

Check your admission status. We'll notify you of our decision by **December 31** if you apply by **December 15**, or within about two weeks of receiving your application. If you've already been accepted to Thomas College, pay your deposit.



"I owe it to Thomas College for helping prepare me for life after graduation and shaping me into the worker I am today."

**TAYLOR JORDAN '17**

*Conference and Wedding Sales  
Coordinator, Sugarloaf*

## COSTS & FINANCIAL AID 2023-2024

**Tuition and Fees:**  
**\$30,896**

**Housing and Food:**  
**\$13,678**



### QUESTIONS?

We can help you with questions, setting up a visit, or how to apply.

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