

University of Cincinnati 2600 Clifton Ave, Cincinnati, OH 45221, United States www.uc.edu/						
The University of Cincinnati is a public research university in Cincinnati, Ohio. Founded in 1819 as Cincinnati College, it is the oldest institution of higher education in Cincinnati and has an annual enrollment of over 44,000 students, making it the second largest university in Ohio.						
Bachelor of Business Marketing						
Program Name	English Language	Duration	Application Fee	Tuition Fee	Intake	Post Study Work Visa
Marketing	IELTS 6.5 R 6.0 W 6.0 S 6.0 L 6.0 TOEFL 80 PTE 47	48 Months	USD 65	Yearly USD 27472	January August	STEM Program - Upto 3 Years , Others - 1 Year

Note :

Graduates of this major in the UC Carl H. Lindner College of Business pursue many different careers. A few examples include: professional selling, sales management, retail management, marketing research, customer service, brand management, product development, advertising and public relations.

Program Description :

Marketing is a broad and integrated system of activities that helps organizations provide products and services that satisfy customers. Selling and advertising are the most visible parts of marketing, but there is much more. Marketers conduct research to gain insight into consumer motivation and behavior. This enables them to provide products and services in the right assortment, with the right message, at the right place, at the right price and time.

Admission Requirement :

- The student must have a Cumulative Grade Point Average of 3.0 and higher with an accredited institution.

General Checklist :

English Language Score Card: TOEFL or IELTS should be send directly to University electronically.