

Best Online Marketing Degrees 2024

Online marketing degrees teach in-demand business skills. Explore curricula and discover top programs with this degree guide and ranking.



By **James M. Tobin, MFA**
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Edited by **Lauren Mastbaum, MA**
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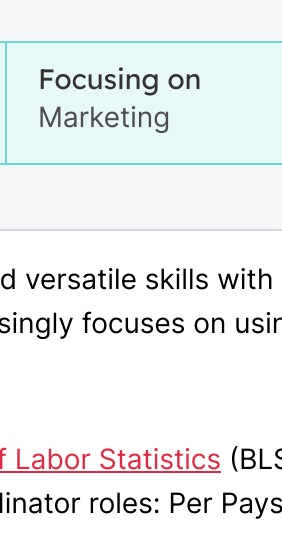
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Online marketing degree programs can help enrollees develop practical and versatile skills with high cross-industry relevance. As a professional field, [marketing continues to evolve](#) in exciting ways. It increasingly focuses on using digital means to reach consumers, with numerous new specializations emerging as a result.

Experienced marketers command high salaries. According to the [Bureau of Labor Statistics](#) (BLS) marketing managers earned a median salary of \$138,730 per year in 2022. New graduates often enter the field in coordinator roles. Per Payscale, marketing coordinators earned an average salary of [\\$49,580 per year](#) as of December 2023.

Marketing is also a consistently popular major among undergraduates. According to the [National Center for Education Statistics](#) (NCES), business subjects accounted for 18% of all bachelor's degrees awarded by U.S. institutions in 2020-2021. The NCES counts marketing as a business field.

This degree guide offers insights into what students can expect from online marketing programs. It also includes a ranked list of top-rated online learning opportunities in this dynamic, growing field.


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Featured Online Marketing Programs

Learn about start dates, transferring credits, availability of financial aid, and more by contacting the universities below.

B.S. IN BUSINESS - MARKETING
Capella University

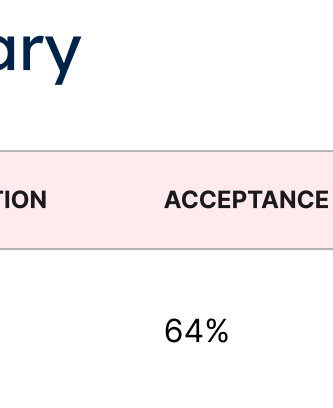
Learn to develop and deploy strategic marketing plans based on research and proven sales tactics. Gain foundational business skills for a career in marketing. This degree is for you.
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BBA - MARKETING
Strayer University

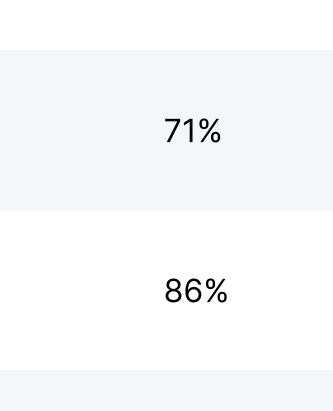
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B.S. IN PROFESSIONAL SALES AND MARKETING
Grand Canyon University

A degree in sales and marketing from Grand Canyon University (GCU) can prepare you to pursue a career in marketing and sales strategies for corporations and businesses across diverse industries. This degree program places a strong emphasis on engagement between customers, prospects, suppliers and internal stakeholders using communication strategies and researched marketing economy.
[Learn More](#)



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Top Online Marketing Program Rankings Summary

RANK	SCHOOL	IN-STATE TUITION	OUT-OF-STATE TUITION	ACCEPTANCE RATE
#1	Florida International University Miami, FL	\$4,721	\$16,529	64%
#2	Oklahoma State University Stillwater, OK	\$5,417	\$20,937	68%
#3	Oregon State University Corvallis, OR	\$10,065	\$29,456	89%
#4	Louisiana State University Baton Rouge, LA	\$8,038	\$8,038	71%
#5	Washington State University Pullman, WA	\$10,457	\$25,773	86%
#6	Temple University Philadelphia, PA	\$16,488	\$29,712	72%
#7	Western Governors University Salt Lake City, UT	\$7,162	\$7,162	Not provided
#8	Mercer University Macon, GA	\$29,024	\$29,024	75%
#9	University of Wisconsin Whitewater Whitewater, WI	\$6,519	\$15,391	83%
#10	University of Mary Bismarck, ND	\$18,340	\$18,340	79%

Best Online Marketing Programs

We use datasets from sources like the National Center for Education Statistics to inform the data for these schools. [Sponsored results](#) from our partners appear among these rankings and are indicated as such. All data is current as of the date this article was published. Program-specific information may vary.

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I WANT MY Bachelor's

FOCUSING ON Marketing

Explore Opportunities

#1 Best Online Marketing Degrees 2024

[Florida International University](#)

Miami, FL • 4 years • Online • Campus

Programmatic Accreditation: Association to Advance Collegiate Schools of Business...

More Details

Average Undergrad Tuition

In-state \$4,721

Out-of-state \$16,529

Average Graduate Tuition


In-state \$8,912

Out-of-state \$21,393

#2 Best Online Marketing Degrees 2024

[The University of Arizona Global Campus](#)

Arizona, USA • 4 year • Online



UAGC offers a catalog of 80+ online degrees that gives learners career-relevant skills in fields such as accounting, healthcare, and education. Learners from all walks of life study in small classes with access to support such as...

More Details

Explore Program

#3 Best Online Marketing Degrees 2024

[Oklahoma State University](#)

Stillwater, OK • 4 years • Online • Campus

Programmatic Accreditation: Association to Advance Collegiate Schools of Business...

More Details

Average Undergrad Tuition

In-state \$5,417

Out-of-state \$20,937

Average Graduate Tuition

In-state \$5,611

Out-of-state \$21,114

#4 Best Online Marketing Degrees 2024

[Oregon State University](#)

Corvallis, OR • 4 years • Online • Campus

Programmatic Accreditation: Association to Advance Collegiate Schools of Business...

More Details

Average Undergrad Tuition

In-state \$10,065

Out-of-state \$29,456

Average Graduate Tuition

In-state \$13,446

Out-of-state \$27,297

#5 Best Online Marketing Degrees 2024

[Louisiana State University](#)

Baton Rouge, LA • 4 years • Online • Campus

Programmatic Accreditation: Association to Advance

More Details

Average Undergrad Tuition

In-state \$8,038

Out-of-state \$8,038

Average Graduate Tuition

In-state \$9,132

Out-of-state \$9,132

#6 Best Online Marketing Degrees 2024

[Washington State University](#)

Pullman, WA • 4 years • Online • Campus

Programmatic Accreditation: Association to Advance Collegiate Schools of Business...

More Details

Average Undergrad Tuition

In-state \$10,457

Out-of-state \$25,773

Average Graduate Tuition

In-state \$12,076

Out-of-state \$26,526

#7 Best Online Marketing Degrees 2024

[Temple University](#)

Philadelphia, PA • 4 years • Online • Campus

Cost per Credit:

More Details

Average Undergrad Tuition

In-state \$16,488

Out-of-state \$29,712

Average Graduate Tuition

In-state \$17,388

Out-of-state \$23,922

#8 Best Online Marketing Degrees 2024

[Western Governors University](#)

Salt Lake City, UT • 4 years • Online

Programmatic Accreditation: Accreditation Council for Business Schools and Programs...

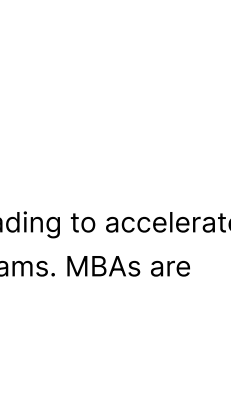
More Details

Explore Program

#9 Best Online Marketing Degrees 2024

[National University](#)

California, USA • 4 year • Online • Campus



Education Designed to Support the Whole You. National University offers a holistic approach to student support, well-being, and success, called "Whole Human Education." It means we'll be with you side-by-side, every step of the way...

More Details

Explore Program

#10 Best Online Marketing Degrees 2024

[Mercer University](#)

Macon, GA • 4 years • Online • Campus

Programmatic Accreditation: Association to Advance Collegiate Schools of Business...

More Details

Average Undergrad Tuition

In-state \$29,024

Out-of-state \$29,024

Average Graduate Tuition

In-state \$15,244

Out-of-state \$15,244

#9 Best Online Marketing Degrees 2024

[University of Wisconsin Whitewater](#)

Whitewater, WI • 4 years • Online • Campus

Programmatic Accreditation: Association to Advance Collegiate Schools of Business...

More Details

Average Undergrad Tuition

In-state \$6,519

Out-of-state \$15,391

Average Graduate Tuition

In-state \$8,270

Out-of-state \$18,153

#10 Best Online Marketing Degrees 2024

[University of Mary](#)

Bismarck, ND • 4 years • Online • Campus

Programmatic Accreditation: International Accreditation Council for Business Education...

More Details

Average Undergrad Tuition

In-state \$18,340

Out-of-state \$18,340

Average Graduate Tuition

In-state \$12,244

Out-of-state \$12,244

How We Rank Schools

To create this ranking, BestColleges sourced the most recent data available from the National Center for Education Statistics and the U.S. Department of Education College Scorecard. We then ranked each school according to the top variables college students selected in our [College Choice and Admissions Survey](#). To learn more, check out our full [rankings methodology](#) or read the summary below.

Ranking Methodology Summary

What Can I Expect From an Online Bachelor's in Marketing?

Online marketing degree programs prepare graduates for entry into careers that offer:

- ✓ Job stability
- ✓ Strong growth prospects
- ✓ Excellent earning potential

Coursework typically covers about 120 credits. Some schools offer marketing as a concentration within the larger field of business. Others feature specialization options in such areas as:

- Digital or ecommerce marketing
- International marketing
- Sports marketing
- Social media marketing
- Brand management

Bachelor's degrees in marketing can also position graduates for advanced study. Some schools even offer study paths leading to accelerated master's degrees. Online marketing degrees also support future entry into master of business administration (MBA) programs. MBAs are prestigious, highly marketable credentials that qualify degree-holders for high-paying careers.

What Courses Will I Take in an Online Bachelor's in Marketing Program?

Curricula vary among schools and programs, but online marketing degree programs typically cover the following subjects:

- **Consumer Behavior**
This course covers fundamental aspects of the consumer buying journey. It emphasizes the factors consumers weigh during each step of the buying process and highlights strategies businesses use to convert prospects and leads into sales.
- **Microeconomics and Macroeconomics**
Consumer behavior is heavily informed by microeconomic principles and macroeconomic trends. This course introduces students to these foundational topics using a combination of theory, situational analysis, real-world application, and case studies.
- **Business Communication**
Learners engage with strategies for effective communication with colleagues in professional organizations. Instructors may emphasize variable techniques for managing in-person and written communications and messaging. Coursework also covers best practices for marketing-oriented public-facing communications.
- **Market Research**
Students explore key concepts and techniques related to primary and secondary market research. Students also examine methods of designing effective marketing studies and preferred techniques for evaluating and applying research-generated data.
- **Probability and Statistics**
Many marketing roles require proficiencies in probability and statistics. This mathematics course covers enterprise-focused applications of probability and statistics, as well as their uses in modeling potential business outcomes.
- **Competitive Marketing Strategy**
Taking a management focus, this course introduces learners to the strategies and decision-making processes professionals use at the executive level. It emphasizes research tools, business intelligence, and messaging strategy development for competitive campaigns.

What Can I Do With an Online Bachelor's in Marketing Degree?

Job Outlook by Career | 2022-2032

Public Relations Specialists
+6%

Market Research Analyst
+13%

Source: BLS

With a bachelor's in marketing, you can work in entry-level public relations and advertising positions. The [BLS projects](#) that jobs for public relations specialists will increase by 6% from 2022-2032. Alternatively, by focusing on supply chain and operations management, you can pursue a logistics career to help companies coordinate and distribute their goods.

Exciting opportunities are also available in data analytics. The BLS projects market research analyst positions will [expand by 13%](#) between 2022 and 2032 — a percentage that translates to more than 116,000 new jobs. By earning [work experience](#) or a graduate degree, you may also access leadership roles, such as marketing director and sales manager.

[Learn More About Marketing Careers](#)

Career Paths

Public Relations Specialist	Median Salary (2022) \$67,440	▼
Market Research Analyst	Median Salary (2022) \$68,230	▼
Advertising Manager	Median Salary (2022) \$138,730	▼
Social Media Specialist	Average Salary (2023) \$50,260	▼
Marketing Copywriter	Median Salary (2022) \$73,150	▼

How Do I Choose an Online Bachelor's in Marketing Program?

When evaluating online marketing degree options, learners should prioritize impactful factors including:

- ✓ **Cost**
Online marketing degrees offer several financial advantages. You do not have to relocate, and you also avoid commuting and parking costs. Carefully compare tuition rates to generate a clear picture of each degree's potential returns on your educational investment.
- ✓ **Location**
Schools situated in or near major metro areas may offer readier access to diverse employment opportunities. Also, remember that many online programs feature optional or required internships. Students must usually appear in person for these components.
- ✓ **Program Format**
Online programs use asynchronous or synchronous course delivery models. Asynchronous formats consist of pre-recorded lectures that allow you to learn on your own schedule. Synchronous courses feature specific start times, just like regular in-person classes. Consider which of these models works best for you.
- ✓ **Accreditation**
Ensure the school offering the program holds up-to-date accreditation from a body recognized by the [Council for Higher Education Accreditation](#) or the [U.S. Department of Education](#). Some marketing programs hold specialized accreditation from organizations like the [Association to Advance Collegiate Schools of Business](#) or the [Accreditation Council for Business Schools and Programs](#). This may signal elevated academic quality.

Frequently Asked Questions About Marketing Programs

Are marketing programs and majors in demand?

Business programs, in general, and marketing programs, in particular, are popular among students. Employers highly value marketing skills. The BLS also projects [faster-than-average job growth](#) for management-level marketing professionals from 2022-2032.

What are the highest-paying jobs with a bachelor's in marketing?

How much money can I make with an online marketing degree?

How long does it take to complete an online program in marketing?

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