

# ACCELERATED B.B.A. IN MARKETING/M.B.A. (MARKETING)

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**Web Site:** <https://twu.edu/management-marketing/undergraduate-programs/bba-in-marketing/>

The B.B.A. in Marketing program will prepare students for a variety of positions in marketing, such as product development, market research, management, social media, and brand building.

Under the guidance of experienced faculty, students will gain hands-on experience by working with local businesses to aid in building and implementing marketing plans and strategies. The accelerated program enables students to earn graduate credits, which they can use towards their master's degree.

Classes are located on our Denton campus in face-to-face and online formats.