

HOLZSCHUH COLLEGE OF BUSINESS ADMINISTRATION

A first-of-its-kind approach

B.S. Marketing

Infused with Artificial Intelligence

A live AI Studio in every course — built to teach students superhuman AI skills.

Fluent marketing work — copy, plans, analysis — is now something a machine can draft in seconds. So the job has changed: what pays is judgment — knowing what's true, what's on-brand, what the numbers prove, and what deserves a signature. At Niagara, the marketing program has been rebuilt from the ground up to teach exactly that — AI is now infused into every course.

What makes it different

- 1 An AI Studio in every course.** Students don't just read about AI — they work beside one every week on a live platform that keeps a graded record of how they did the work.
- 2 They learn to catch the machine.** The AI is scripted to be confidently wrong on a schedule; the graded skill is spotting the error, correcting it, and signing off only on verified work.
- 3 They graduate with real work, not just exams.** A campaign book, an analyst's dossier, a strategy book — a portfolio of professional work built and defended across the program.

Great for students curious about marketing, business, data, or technology — who want a marketing education built for the world they're actually graduating into.

What students study

B.S. Marketing AI Core

- Marketing AI Communications
- Marketing AI Analytics
- Marketing AI Strategy
- Marketing AI Applications
- Marketing Agents & LLMs

B.S. Marketing students also take foundation courses: Consumer Behavior, Marketing Research, and Omnichannels.

New Concentration: Social Media, Digital Marketing & AI

- Content Marketing
- Social Media Marketing
- Digital Marketing
- Digital Analytics

Concentration students also take select AI marketing classes, including Marketing AI Communications, Marketing AI Applications, and Marketing Agents & LLMs.

Why it matters

Employers are no longer paying for output a machine can produce — they're hiring for judgment: the person who can direct AI, catch its mistakes, and put their name on the result. These courses train that from day one, so graduates walk in with a skill most of the workforce is still scrambling to learn.

The academic backbone. Every course is taught from the *Marketing in the AI Era* curriculum — a series of textbooks developed by the marketing department and written specifically for these courses. The program rests on a complete, purpose-built curriculum, not an AI unit bolted onto an existing major.

See the AI Studio approach in action — contact Professor Richardson for a live demonstration.

LEARN MORE

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