

ADVANCE YOUR CAREER

MASTER OF PROFESSIONAL SCIENCE

Accredited | 100% Online | 5 Start Dates a Year

ENVIRONMENTAL MARKETING AND BEHAVIORAL ECONOMICS

The Master of Professional Science in Environmental Marketing and Behavioral Economics empowers students

with the knowledge and skills to collect, analyze, and use consumer behavior data to inform decisions that support sustainable products and services. Graduates will also master the ESG (environmental, social, governance) framework and discover how to best implement sustainable business practices. Graduates will be prepared to accept roles as Marketing Directors, Brand Strategists, or Research Associates as they draw on the theories of social science to speak to potential consumers.

PROGRAM FEATURES

- + Experiential programs are delivered 100% online with field work designed with the working professional in mind.
- + Study when and where you want and finish your degree while still working full-time.
- + Finish in 12 months if you choose to take the full course load.
- + One-on-one academic and professional advising as our world-class faculty and trained staff strive to make your professional and academic goals a reality.
- + Make professional connections with leaders in your field.
- + Get job placement assistance through our career service department.
- + Unity Environmental University is an accredited institution by New England Commission of Higher Education (NECHE).



DISTANCE EDUCATION

COSTS

- + \$650 per credit | Military Rate: \$585
- + Full time financial aid is available to students taking as few as 3 credits/term.
- + No textbooks to purchase in over half of our courses!

CAREER OUTCOMES, GROWTH*, & SALARY**

Marketing Managers

\$ \$135k 📈 +10

Advertising Manager

\$ \$127k 📈 +7

General and Operations Managers

\$ \$97k 📈 +7

Public Relations Specialists

\$ \$62k 📈 +10

*Projected 10-year growth

**National median salary

Source: O*Net



ENVIRONMENTAL MARKETING AND BEHAVIORAL ECONOMICS



JOB OUTCOMES, GROWTH*, & SALARY**

At Unity Environmental University, we understand the importance of aligning education with your passions and career goals. That's why our courses are thoughtfully designed to equip you with the knowledge and skills necessary to pursue a rewarding career with gainful employment in your chosen field. Additionally, our faculty consists of experienced professionals who bring real-world insights, providing you with valuable mentorship and guidance. At Unity, you will find exceptional career development resources and experiential opportunities to further enhance your employability and help you achieve your professional aspirations.



Marketing Managers

Median Salary: \$135k
Growth: +10

Marketing Managers plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services, and identify potential customers. They develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Marketing Managers may oversee product development or monitor trends.

Public Relations Specialist

Median Salary: \$62k
Growth: +10

Public Relations Specialists promote or create an intended public image for individuals, groups, or organizations. PR Specialists may write or select material for release to various communications media. They also may specialize in using social media.

Advertising Manager

Median Salary: \$127k
Growth: +7

Advertising Managers plan, direct, or coordinate advertising policies and programs or produce collateral materials, such as posters, contests, coupons, or giveaways, to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account basis.

*Projected 10-year growth

**National median salary

Source: O*Net



DISTANCE EDUCATION

UNOFFICIAL MPS CHECKSHEET ENVIRONMENTAL MARKETING AND BEHAVIORAL ECONOMICS

Student Name

Total Transfer Credits Checksheet Date

ENVIRONMENTAL MARKETING AND BEHAVIORAL ECONOMICS PROGRAM

Using tools from the field of psychology, behavioral economics study what drives human decision-making and leverage these insights to shape their choices as consumers. Professionals trained in behavioral economics are sought after to design and carry out market analyses, interpret results, and make recommendations based on data. Graduates of the Environmental Marketing and Behavioral Economics program will be prepared to fill marketing positions within companies/corporations that seek to create pro-environmental brands and/or to use knowledge of consumer behavior to promote sustainable products and services. Graduates will also be trained to use the ESG (environmental, social, governance) framework to develop and implement sustainable practices within businesses and NGOs.

GRADUATES WILL BE ABLE TO:

- + Draw on theories in the social sciences to explain how cognitive, emotional, cultural, and social factors impact human decision-making.
- + Use various tools and approaches to measure the environmental impact of products and services.
- + Collect, analyze, and use consumer behavior data to inform decisions that support sustainable products and services.
- + Create branding and marketing communications plans that promote the consumption of sustainable products and services.
- + Create and leverage an ESG strategy for an organization.

Professional Skills Core

- ☐ **PROF 505** Strategic Management of Innovation
- ☐ **PROF 510** Communication for Environmental Professionals
- ☐ **PROF 515** Ethical Practice and Policy
- ☐ **PROF 590** Capstone I
- ☐ **PROF 690** Capstone II

Environmental Marketing and Behavioral Economics Core

- ☐ **MKTG 505** Market Research
- ☐ **MKTG 605** Purpose-Driven Marketing and Brand Management
- ☐ **PSYC 505** Behavioral Economics: Understanding What Shapes Decision-Making
- ☐ **SBUS 515** Ecological Economics
- ☐ **SUST 525** Making the Invisible Visible: The ESG Proposition

Degree Requirements

30 credits earned

21 credits earned at Unity Environmental University

3.00 minimum cumulative graduate level Grade Point Average