

MARKETING, BS

Marketing provides a broad set of skills and interests that cover sales, retail operations, research skills, and import/export operations and logistics.

Learn more about opportunities in this field at the Career Center

Marketing is primarily concerned with two main concepts: the identification and assessment of consumer and industrial market needs and the development of marketing programs to satisfy those needs. Marketing personnel in profit and nonprofit organizations analyze markets and industries to define new opportunities and refine existing opportunities. Marketers also are responsible for developing and managing products and services, along with promotion, distribution, and pricing appropriate to the targeted market opportunities. Students who major in marketing enjoy a wide range of employment opportunities. These include sales and sales management, services marketing, retailing, brand management, market research, distribution and logistics, and advertising.

Marketing majors must earn a C- or better in all Marketing major courses.

Code and Title		Hours
Requirements		
A grade of C- or better is required for each course.		
MKT 313	Consumer Behavior	3
MKT 337	Personal Selling	3
MKT 440	Digital and Social Media MKT	3
MKT 473	Marketing Research	3
MKT 487	Strategic Marketing	3
Select One Marketing Course Below		3
MKT 321	Retail Management	
MKT 344	Promotional Management	
MKT 376	Services Marketing	
MKT 410	Managing Innovation	
MKT 437	Advanced Selling	
MKT 438	Sales Management	
MKT 439	Sales Strategy	
MKT 489	Managing Customer Data	
IBA 455	Global Marketing	
Total Hours		18

Numerous opportunities exist for students with marketing degrees. Some of those include sales, branding, supply chain, marketing research analysis, retail and purchasing, import/export operations, and logistics management. At the doctoral level, most graduates take on professorial positions.

Types of Jobs Accepted

international marketing manager, global research analyst, international procurement position, export sales representative, procurement manager, project director, international logistics, corporate logistics manager, international shipping specialist, customs broker, sales representative, and management development

Jobs of Experienced Alumni

Some of our more experienced alumni currently hold the following types of positions: chief executive officer, chief financial officer, business owners, and vice president of sales. Graduates of our doctoral program hold various professorial positions including dean and associate dean.