

MARKETING, BS

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

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.

A C- or better is required in all Marketing major program courses. If a Marketing major attempts a major program course and earns below the required C-, the attempt will not count toward their degree.

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	
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.

Learn more about opportunities in this field at the Career Center