If you wonder how companies entice buyers to try their products, or how non-profit organizations market their services, or how goods flow from the manufacturer to the end user, then a marketing major from the College of Business will help you channel these interests into a rewarding career. You’ll learn how to influence buyer behavior, analyze markets, develop marketing strategies, create marketing plans, and even how to market your most valuable asset – you.
Business Core Courses
BUL 4310 Legal Environment of Business
COM 3112 Speech and Writing for Business Communication
FIN 3403 Financial Management
GEB 3003 Career Management
ISM 3011 Information Systems Management
MAN 3025 Organization and Management
MAN 4720 Strategic Management
MAR 3023 Introduction to Marketing
QMB 3200 Applied Business Statistics
QMB 4680 Business Analysis

Major Courses
MAR 4354 Marketing Yourself in Today’s Competitive Job Market
MAR 4400 Personal Selling
MAR 4503 Consumer Behavior
MAR 4613 Managing Marketing Information
MAR 4804 Marketing Strategy
2 Marketing electives

Career Fields
Account Executive
Brand manager
Buyer, Retail Store
Copywriter
Market Research Analyst
Marketing/Sales Manager
Media Analyst
Product Manager

Employers
Advertising Agencies
Colleges/Universities
Consulting Firms
Government Agencies
Hospitals
Marketing Research Firms
Non-profit Organizations
Pharmaceutical Companies
Retailers