If you wonder how companies entice buyers to try their products, or how nonprofit organizations market their services, or how goods flow from the manufacturer to the end user, then a marketing degree 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
- FIN 3403 Financial Management
- ISM 3011 Information Systems Management
- MAN 3025 Organization and Management
- MAN 4720 Strategic Management
- MAR 3023 Introduction to Marketing
- QMB 3200 Business Statistics and Analysis I
- QMB 4680 Business Statistics and Analysis II

PROFESSIONAL DEVELOPMENT
- COM 3112 Speech and Writing for Business Communication (2 credits)
- GEB 3003 Career Management (1 credit)

MAJOR COURSES
- MAR 4354 Marketing Yourself in Today’s Competitive Job Market
- MAR 4400 Personal Selling
- MAR 4503 Consumer Behavior
- MAR 4613 Marketing Research I
- MAR 4804 Marketing Strategy

Two 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
- Nonprofit Organizations
- Pharmaceutical Companies
- Retailers