



MARKETING

Marketing is one of the most dynamic areas of business because it focuses on satisfying the ever-changing wants and needs of people. Professional marketers research and identify target audiences, develop products and services, formulate pricing strategies, develop advertising campaigns, implement methods of distribution and manage ongoing customer relationships.

DEGREE OPTIONS

- BS in Business Administration — Major in Marketing
- BS in International Management (dual degree with Reutlingen University, Germany)
- BS in Business Administration/MBA
- Minor in Marketing
- Certificate in Brand and Reputation Management
- BS in Business Administration, Major in Marketing/ MS in Communication

COURSEWORK

- Consumer Behavior
- Marketing Strategy
- New Product Development
- Business-to-Business
- Non-profit Marketing
- Global Marketing
- Brand and Reputation Management
- Data-Driven Digital Marketing

CAREER OUTLOOK

Career opportunities for marketing graduates abound in all types of organizations, including manufacturing firms, wholesaling companies, retail stores, financial institutions, law and accounting firms, hospitals, universities, professional sports teams, government agencies, non-profit organizations and countless other settings.



**AVERAGE CO-OP
WEEKLY PAY**
\$720

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**TOP CO-OP
EMPLOYERS**
Comcast Corporation
Publicis Health
Johnson & Johnson

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**AVERAGE
STARTING SALARY**
\$55,148

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