



# 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 Business Administration/MBA
- Minor in Marketing
- Certificate in Brand and Reputation Management

## COURSEWORK

- Consumer Behavior
- Marketing Strategy
- New Product Development
- Business-to-Business Marketing
- Nonprofit 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, nonprofit organizations and countless other settings.



**AVERAGE CO-OP  
HOURLY PAY**

**\$18**



**TOP CO-OP  
EMPLOYERS**

Comcast  
Fanatics  
Independence Blue Cross



**AVERAGE  
STARTING SALARY**  
**\$64,033**

## CONTACT US

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