Marketing at Drexel University

TOP CO-OP EMPLOYERS

Aramark
BlackRock
Comcast
Fanatics
Goldman Sachs
Independendce Blue Cross
Johnson & Johnson
JPMorganChase
Pepsi
Publicis
Urban Outfitters

MEDIAN CO-OP HOURLY PAY

$20

Median co-op hourly pay for marketing majors

AVERAGE STARTING SALARY

$62,225

Average starting salary for marketing majors, class of 2025

Drexel LeBow's BSBA in Marketing builds a strong foundation in understanding markets and organizations from a customer-centered perspective. Through the program's dynamic and applied curriculum, you'll develop skills in strategic thinking, data-driven decision-making, digital and AI-enabled marketing, and branding — all while exploring the field's broader role in society. Coursework also emphasizes ethical decision-making, equity, sustainability and purpose-driven business practices.

Degree Options

- BS in Business Administration — Major in Marketing
- BS in Business Administration/MBA
- Minor in Marketing

Coursework Examples

- Consumer Behavior
- Marketing Insights
- Seminar in Marketing Strategy
- New Product Development
- Marketing for Nonprofit Organizations
- Global Marketing
- Brand and Reputation Management
- Data-Driven Digital Marketing

Career Outlook

A business degree in marketing will prepare you to help organizations better understand customers, build brands and communicate value. Because marketing skills are relevant across industries, you can find opportunities in corporate, nonprofit, healthcare, education, government and entrepreneurial settings. Pursue careers in areas such as advertising, digital marketing, content strategy and more.

Learn more about this program
by scanning the QR code or visiting
lebow.drexel.edu/academics/undergraduate

Version no. 261026-01

LEBOW.DREXEL.EDU

Caitlin Brady, Director, Undergraduate Programs & Recruitment
215.571.3570 | cem398@drexel.edu

DREXEL UNIVERSITY
LeBow College of Business