

# Marketing

College of Business and Economics

## Bachelor of Business Administration

### Program Objective

Americans are increasingly employed in marketing-related positions. Thus, the number of potential marketing careers is enormous. Because of the product and consumer knowledge gained in these jobs, marketing provides excellent training for the highest levels in organizations. Numerous businesses value the leadership and organizational skills of those with marketing degrees and thus many are sought for top executive positions.

The Department of Marketing in the College of Business and Economics takes a personal and applied approach to teaching students who desire to work in the highly visible field of marketing. Classes, internships and options to study abroad help to develop abilities and skills that are relevant and valuable for success in a global environment. The department offers the Bachelor of Business Administration degree with a major in marketing.

### Career Options and Outlook

The marketing major prepares students for careers in sales, advertising, brand and product management, industrial marketing, international marketing, logistics and supply chain management, marketing research and public relations.

Another trend is the growing acceptance of marketing by nonprofit organizations. Colleges, arts organizations, libraries and hospitals are increasingly applying marketing to their programs. They are beginning to hire marketing directors and marketing vice presidents to manage their various marketing activities.

### A COBE Education

The Radford University College of Business and Economics (COBE) is committed to teaching and advising excellence, providing individualized instruction to students in medium-sized classes. In addition to their commitment in the classroom, faculty members engage in scholarly and professional development pursuits to complement classroom teaching.

### Department Chair

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