

# Marketing



## 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 Davis 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

Majoring in Marketing prepares students for careers in business-to-business professional selling, advertising strategy, public relations, brand management, digital marketing, social media marketing, marketing research, marketing analytics, global marketing, and supply chain management.

Marketing graduates are employed in large numbers in Fortune 500 corporations nationally and globally, from starting positions such as Marketing Account Representatives/Account Managers to the most senior executive levels such as Vice President of Marketing, President, and CEO. In addition, nonprofit organizations in higher education, fine arts, medical care, and government are increasingly applying marketing skills to serve their constituents, and as a result, they also employ marketing graduates as Marketing Coordinators, Marketing Directors, Vice Presidents, and CEO.

### The Davis Difference

The Davis College of Business and Economics is committed to teaching and advising excellence and 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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