

MARKETING (BBA)

Program Overview

Students completing the marketing major will learn how to effectively conceive, promote, price, and distribute goods and services. This requires the ability to discover consumer needs, to assess complex and changing marketing situations, to determine the best marketing strategies for these situations, and to execute the strategies effectively. Marketing is an integral and essential part of any successful business.

Career Opportunities

Marketing Manager, Salesperson, Promotions Manager, Public Relations Manager, Merchandising Manager, Account Manager/Executive, Internet Marketing Director, Strategic Marketing Manager, Communication Officer, Consultant, Advertising Manager, Marketing Researcher