BACHELOR OF BUSINESS ADMINISTRATION IN Marketing

PROGRAM OVERVIEW »

BACHELOR OF BUSINESS ADMINISTRATION | MAJOR | MINOR

The marketing major equips students to better understand customers and the complex market system in which organizations operate. Thus, marketing majors are expected to analyze, synthesize, and evaluate decisions critical to the leadership of all organizations. Small class sizes, faculty interaction, and sophisticated team projects using business partners give you the real-world training you need to be successful after graduation. Add state-of-the-art equipment and software (including opportunities to get certifications), and you have a winning formula to help you prepare for your career.

FACULTY »

Two of our faculty members hold the title of Dennis C. McNamara, Sr. Professor of Marketing. Faculty members include:

- Carol Azab, PhD, Southern Illinois University
- Yiorgos Bakamitsos, PhD, Northwestern University
- Lucia De Paz Nicol, PhD, Florida International University
- Dena Hale, PhD, Southern Illinois University Carbondale
- Scott Jones, PhD, University of Oregon
- Maria Lovera, DBA, Florida International University
- John Riggs, DBA, Kennesaw State University
- Xiabo Lin, PhD, Syracuse University

Have you ever wondered why some stores carry products that others don't? *Or how companies determine whether a new soft drink will be successful or fizzle out? In the marketing program, you will gain decision-making skills that lead to success in fields ranging from online marketing, product development, and market research to advertising and supply chains.*

BEYOND
THE CLASSROOM

Program alumni span the globe and are making their mark in fields from fashion to logistics. Other graduates continue their education in MBA and PhD programs or in law school.

- Amazon
- CITI
- Raymond James
- Reprise Digital
- Technomics, Inc.
- Garmin
- Apple
- Netflix
- Red Hat
- NCBUniversal Media
- Fanatics, Inc.
- Klein Tools
- Semperis
- Citrix
- Henkel
- FC Bayern München
- Action Advertising Agency
- Black Tie Digital Marketing
- Hubspot
- LinkedIn
- Bloomberg
- Frescobol Carioca
- Anheuser-Busch

Scan to apply today!

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