

# MARKETING

BACHELOR OF SCIENCE, MINOR





## MARKETING IS THE ENGINE THAT DRIVES ORGANIZATIONS – BOTH PROFIT AND NON-PROFIT.

It is all about understanding people and the problems they face. Marketing is the function that connects customers and clients to businesses and organizations.

**WHAT MARKETERS DO:** We solve problems. We create, capture, deliver and communicate value for customers and businesses for the betterment of society.

### PROGRAM HIGHLIGHTS:

Designed to prepare you to succeed in today's highly competitive and ever-changing environment.

- Benefit from experiential learning – we use hands-on instruction/projects
- Work with real businesses to identify problems and provide solutions
- Create full strategic marketing plans and conduct complete marketing research for real clients.
- Use data analysis to provide customized solutions for businesses.
- Learn digital marketing tools such as social media, search engine marketing, display advertising, content marketing, mobile marketing, email, and more, in a step-by-step process.
- Practice the selling process and learn how to effectively create and make sales presentations that show clients how you will effectively solve their problems.
- Learn the marketing research process and complete a full marketing research project for a real organization.
- Use industry standard questionnaire development and data analysis software like Qualtrics and SPSS.
- Create a full strategic plan and present to clients.
- Learn how to compete effectively against the most successful retailers in the world – even as a small business.
- Learn how to start and run your own business
- Have internship and study abroad opportunities
- Have frequent interactions with industry experts

### Sample Classes

Digital Marketing • Marketing Research and Data Analysis • Marketing Strategy • Omnichannel • Retail Management • Services Marketing • Integrated Marketing Communications • Brand Management • Small Business Marketing • Professional Sales

### Careers

- Marketing Manager
- Digital/Social Media Analyst
- Marketing Research/Intelligence Analyst
- Communications Specialist
- Advertising Account Manager
- B2B Sales
- Pharmaceutical Sales
- University/College Admissions
- Public Relations
- Brand Manager
- Product Development
- Retail Management
- Marketing Channels and Logistics
- Media Planner/Advertising Buyer
- Not-For-Profit Fundraising Manager

### Join a Registered Student Organization

- American Marketing Association (AMA, SIU Chapter)
- Pi Sigma Epsilon, (PSE) SIU Chapter



**Fully accredited by the AACSB  
(Association to Advance Collegiate  
Schools of Business)**