

MARKETING

BACHELOR OF SCIENCE, MINOR



Southern Illinois University Carbondale



THE CREATIVE, INTUITIVE SIDE OF BUSINESS.

Marketing is all about understanding people and the problems they face. It's the function that connects customers and clients to businesses and organizations. We solve problems. We create buzz. We research and predict, analyze and communicate as liaisons between customers and businesses.

» 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 learn how to present them to real clients.
- Use data analysis to provide customized solutions for businesses.
- Conduct marketing research for real clients.
- Learn the selling process from start to finish.
- Practice selling. Learn to create and present sales plans.
- Use industry-standard questionnaire development and data analysis software like Qualtrics and SPSS.
- Business-specific study abroad options.
- 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.
- Career-launching internship opportunities.
- 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
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» Fully accredited by the AACSB
(Association to Advance Collegiate Schools of Business)



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