

MARKETING

The Marketing major prepares students to identify consumers' needs and wants, to manage products and services, and to develop marketing strategies. The major includes courses in advertising, brand management, market research, public relations, retail merchandising, and sales, promotion, and event planning.

BEYOND THE CLASSROOM

CAREERS IN MARKETING

ADVERTISING

BRAND
AND PRODUCT
MANAGEMENT

MARKET
RESEARCH AND
ANALYTICS

PUBLIC
RELATIONS

RETAIL
MERCHANDISING

SALES,
PROMOTION, AND
EVENT PLANNING