

MARKETING

Degree

Bachelor of Business Administration in Marketing

100% Available ONLINE **93.47%** REPORTED EMPLOYMENT
(From 2014-2019)

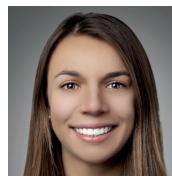
Is this the major for you? Easily moving between “book worm” and “social butterfly,” you love a challenge that combines your analytical and communication skills. You’re fascinated by brands, and you believe in the power of great messaging to affect positive change. If this sounds like you, Marketing may be your ideal major.

What skills do you need? Marketing majors must embrace analytical and critical thinking, along with creativity, high-level communication skills, cultural awareness, and leadership potential. They have the option to put this toolkit to work for a single company or multiple clients in an agency setting, as well-rounded, insightful business professionals.

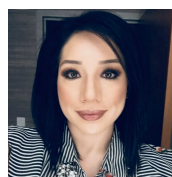
COMPANIES THAT HIRE OUR GRADUATES

- Amarillo National Bank
- Aramark
- Bell Helicopter
- Best Buy
- City of Arlington
- Google
- Habitat for Humanity
- Happy State Bank
- Hewlett Packard
- National Football League
- Papa Murphy's
- Salvation Army
- Sams
- Toot'n Totum
- Walmart

SUCCESS STORIES



Jeanette Martin
2017 – B.B.A. – Marketing
Jeanette served as Chapter President of the American Marketing Association while attending WT. She is now a Specialty Development Executive for Integrated Genetics at LabCorp in San Jose, CA.



Stephanie Pena
2018 – B.B.A. – Marketing
Stephanie is a 1st generation college graduate and is currently a Fund Development Coordinator for Girl Scouts of Texas Oklahoma Plains.



CAREERS

Sales and Promotion

- E-commerce
- Sales management – district, regional, and higher
- Promotion – Consumer, Trade, and Sales Force
- Customer Services

Social Media Management

- Strategy
- Content planning
- Community management
- Marketing and promotions
- Search engine marketing

Entertainment Marketing

- Promotions
- Event Planning
- Public Relations

Marketing Management

- Product management
- Brand management
- Marketing strategy management
- Advertising management

Market Research

- Data collection
- Survey research
- Data analysis
- Evaluation design
- Forecasting
- Reporting
- Project management

Banking

- Commercial banking
- Retail/Consumer banking
- Branch management
- Operations

SELECTED COURSE DESCRIPTIONS

MKT 3342 – Consumer Behavior

- Buyer as a problem solver
- Buying decision processes
- Factors influencing behavior
- Principles, theories, and models of behavioral research

MKT 3348 – Marketing Research

- Theories, concepts, and methodology in applying research to market problems
- Application of sampling, sample design, data analysis of marketing problems and how findings are used in formulating marketing policies

MKT 4340 – International Marketing

- Problems and procedures of marketing in global markets
- Understanding international marketing environment, buying behavior, marketing research, etc.
- Understanding market entry strategies, product policy decisions, communication strategies, etc.

MKT 4348 – Marketing Strategy and Analytics

- Marketing costs, brand policy, channels of distribution, sales promotion, sales policies, price policies and operating control, and data analytics

MKT 3350 – Digital Marketing

- Understanding the digital landscape Analyzing the role digital marketing plays in the digital landscape and marketing mix
- Statement of cash flows

MKT 4342– Principles of Advertising

- The role of advertising in the communication process applications of the advertising plan in collaboration with the marketing functions

*See Marketing Degree Checklist for a complete list of required courses

Office of Undergraduate Business Programs

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