Recommendations

B.S./B.A. Marketing

To learn more about how you can make the most of your educational experiences within and beyond the classroom contact:

Courtney Worsham, Program Coordinator, courtney.worsham@moore.sc.edu
PARTICIPATE

Community Service

**Related courses** MKTG 455, 465, 707, 718 (and many others)

**Recommended sites and experiences** Each of these courses listed above require completion of a real client project, usually by a group of students. Past clients have included not-for-profit and service organizations.

**Why this is important** Teaches time management skills, critical thinking, written skills

Global Learning

**Related course** MKTG 451, Marketing Communications in Spain

**Timing for “study abroad”** Summer after Junior year

**Destinations** Madrid/Barcelona

**Opportunities** Congaree National Park

**Why this is important** Integrate cultural learning with an important aspect of marketing management.

Peer Leadership

**Student Organization(s)** American Marketing Association Student Chapter

**Additional Information** Marketing Department: Key contact is Dr. Nora Martin

**Why this is important** An opportunity to assume a leadership role in a student professional organization related to a career in marketing.

Internships

**Related Courses** MKTG 499, Undergraduate Internship

**Recommended sites/work experiences** Permission of marketing department chair and Marketing Internship Director, Courtney Worsham

**Why this is important** An opportunity to learn marketing by doing marketing in a real business setting while earning course credit

Research

**Related courses** MKTG 453, Marketing Scholars Practicum

**Sample research projects or topics** Work with director of marketing scholars program to address the research needs of a local business or non-profit organization.

**Other recommendations** Must be admitted by permission of instructor. Limited to marketing majors with outstanding academic performance.

**Why this is important** Opportunity to work closely with a business and faculty director to provide marketing intelligence through research to inform marketing decision makers
INTEGRATE

How to integrate
Through our integrative client projects, students get experience providing marketing solutions across a number of disciplines. It teaches collaboration skills, critical thinking, time management, business writing, and presentation skills.

LEAD

Initial career opportunities
Sales management and personal selling, marketing management (including brand management, marketing communications, new product development), retail management, marketing research.

Related graduate programs
Master of Business Administration, Master of Science in Marketing, PhD in Marketing.

Future career opportunities
Brand management, consulting, marketing planning, marketing academia.