Program Overview
The marketing major explores the development, pricing, distribution and promotion of products, services and ideas. Coursework in marketing explores the economic, cultural, demographic and social factors that influence demand for products and services.

A degree in marketing is a good fit for people who:
- Enjoy strategic thinking and problem solving
- Are skilled at insights and data—driven decision making
- Have strong interpersonal and communication skills

Marketing faculty at the Moore School are widely recognized for their expertise in key subjects such as consumer behavior, marketing strategy, research methods, behavioral pricing and marketing communications.

Marketing students also have opportunities to gain hands-on experience through the Moore School’s Center for Marketing Solutions, which provides marketing research support to an extensive list of corporate partners. Select undergraduate students are assigned meaningful roles in these research projects and emerge from the program with significant real-world experience.

Outcomes
A marketing degree prepares students to work as sales specialists, research analysts, marketing managers, product managers, purchasing agents and retail managers. Average starting salary for Moore School marketing majors who graduated in May 2014 was $39,667.

Companies that have recently hired Moore School marketing majors include Google, Coca-Cola, TD Bank, Vanguard, Integration Point, Ingersoll Rand, Belden, Belk, Neiman Marcus and Walt Disney.

Marketing at a Glance
- Number of students: 500
- Number of faculty: 17
- Popular minors for marketing majors: psychology, sports and entertainment management, advertising/public relations, retailing
- Student organization: American Marketing Association
Degree Requirements
In addition to the university’s general education requirements and the Moore School’s 40-hour business core, marketing majors complete 12-21 hours of coursework in marketing.

Students select either the traditional marketing major, which requires 12 hours of marketing coursework, or the intensive major, in which they take 3-12 additional hours of marketing courses.

All students complete nine hours of core marketing coursework:
• Marketing 351: Consumer Behavior
• Marketing 352: Principles of Marketing Research
• Marketing 465: Marketing Strategy and Planning

Students on the traditional marketing track then select one of the following courses, while students completing the intensive major select two to four of them:
• Marketing 451: Topics in Marketing
• Marketing 454: Business-to-Business Marketing
• Marketing 455: Marketing Communications and Strategy
• Marketing 457: Personal Selling and Sales Management
• Marketing 458: Creative Strategy in Advertising
• Marketing 459: Marketing Channels and Distribution
• Marketing 460: Product Management
• Marketing 461: Retailing Management
• International Business 402: International Marketing

All marketing majors also select a minor or an approved area of directed study.

*Note that these are 2015-16 degree requirements and are subject to change as the school regularly updates its curriculum in response to the evolving needs of the business community.

Marketing Spotlight: American Marketing Association
Joining a professional organization as an undergraduate is a great way to learn more about the profession and to network with both current and future leaders in the field. As the largest professional association for marketers in the United States, the American Marketing Association boasts more than 30,000 members across 76 professional and 250 collegiate chapters. The Moore School’s chapter is particularly active, hosting monthly meetings that feature guest speakers, real-world projects, games and more. Members also have the opportunity to attend conferences, seminars and webinars, take part in marketing competitions and strengthen their leadership skills by serving as one of the chapter’s 12 officers.