MARKETING
BACHELOR OF SCIENCE, MINOR
MARKETING IS THE ENGINE THAT DRIVES ORGANIZATIONS – BOTH PROFIT AND NON-PROFIT.
It is all about understanding people and the problems they face. Marketing is the function that connects customers and clients to businesses and organizations.

WHAT MARKETERS DO: We solve problems. We create, capture, deliver and communicate value for customers and businesses for the betterment of society.

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 conduct complete marketing research for real clients.
- Use data analysis to provide customized solutions for businesses.
- Learn digital marketing tools such as social media, search engine marketing, display advertising, content marketing, mobile marketing, email, and more, in a step-by-step process.
- Practice the selling process and learn how to effectively create and make sales presentations that show clients how you will effectively solve their problems.
- Learn the marketing research process and complete a full marketing research project for a real organization.
- Use industry standard questionnaire development and data analysis software like Qualtrics and SPSS.
- Create a full strategic plan and present to clients.
- 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.
- Participate in internship and study abroad opportunities.
- Take advantage of 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
- American Marketing Association (AMA, SIU Chapter)
- Pi Sigma Epsilon, (PSE) SIU Chapter

Fully accredited by the AACSB
(Association to Advance Collegiate Schools of Business)