MARKETING
BACHELOR OF SCIENCE, MINOR

SIU Southern Illinois University
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
• Have internship and study abroad opportunities
• Have 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)