

# MARKETING

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

## WHY MARKETING?

Marketing is concerned with the development of products, distribution channels, and price and communication methods necessary to best satisfy the identified wants and needs of consumers. With the economic system being fully dependent on the ability of organizations to match resources with marketplace needs, a marketing graduate will be instrumental in the performance and management of traditional areas of decision-making.

## DEPARTMENT HIGHLIGHTS

- Complete a certificate through the Center for Customer Interface Excellence
- Earn marketing credit by completing an internship
- The Marketing Club is a group of ambitious students that learn about marketing from real-world professionals, network with marketing professionals, and practice marketing through various projects

## MAJOR SPECIFIC COURSE CURRICULUM

### Consumer and Market Behavior

- Analyze qualitative and quantitative aspects of the behavior of consumers
- Consider how marketing contributes to economics

### Digital Marketing

- Engage in social media marketing and online advertising simulations
- Understand search engine optimization and marketing techniques

### International Marketing

- Evaluate marketing into and from foreign countries
- Research action-oriented strategies that deal with the international uncontrollable factors that affect marketing decisions

### Brand Marketing

- Study how consumers, competitors, the media, and government all focus on the brand as the basic unit of marketing
- Build and measure brand equity, brand positioning, and brand names and logos

“My most notable marketing class I took that has prepared me for my future is Marketing Research. Though, that is not the avenue I want to pursue for my career I learned a lot of transferrable skills that I can use throughout my lifetime. In Marketing Research, you are tasked with something you have never done before and have to navigate through the uncharted waters like you would in a real job. I learned how to lean on my team, brainstorm together, and complete a semester long project that we poured hours upon hours of work into.

- Jessica Greenshield



[business.okstate.edu](http://business.okstate.edu)



BUSINESS STUDENT  
SUCCESS CENTER

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## CAREER INDUSTRIES & FOCUS AREAS

### Sales

- Industrial sales
- Consumer product sales
- Services marketing
- Event marketing

### Market Research

- Industry research
- Advertising research
- Product development
- Marketing operations

### Promotions

- Public relations
- Advertising
- Social media
- Market promotions

## STARTING SALARY

Average | \$40,175

## CAREER RESOURCES FOR MARKETING MAJORS

Eastin Center for Career Readiness  
OSU Career Services  
Marketing Jobs  
Marketing/Sales Jobs  
Jobs in Retail  
Sports Jobs  
Flex Jobs  
Simply Hired  
International Nonprofit Info  
American Marketing Association  
Data & Marketing Association  
Insights Association  
Marketing Jobs

[business.okstate.edu/eastin](http://business.okstate.edu/eastin)  
[hireosugrads.com](http://hireosugrads.com)  
[marketingjobs.com](http://marketingjobs.com)  
[nationjob.com/media](http://nationjob.com/media)  
[ihireretail.com](http://ihireretail.com)  
[teamworkonline.com](http://teamworkonline.com)  
[flexjobs.com](http://flexjobs.com)  
[simplyhired.com](http://simplyhired.com)  
[idealist.org](http://idealist.org)  
[ama.org](http://ama.org)  
[thedma.org](http://thedma.org)  
[insightassociation.org](http://insightassociation.org)  
[marketing.jobs](http://marketing.jobs)

## SAMPLE COMPANIES HIRING MARKETING MAJORS

Allstate | Anheuser-Busch | Arthur J. Gallagher & Co. | AT&T | Bank of Oklahoma | Boy Scouts of America | Cerner | Chick-fil-A Restaurants | Cintas | Dallas Cowboys | Dell, Inc. | Deloitte | E & J Gallo Winery | Edward Jones | Farmers Insurance | FiG Advertising and Marketing | FOX Sports | Frito-Lay | Hilti | Hilton Worldwide | Hobby Lobby | ISNetWorld | Koch Industries | Love's Travel Stops | Northwestern Mutual | Oklahoma City Thunder | Oklahoma Energy FC | ONEOK | PepsiCo | QuikTrip | Samsung | Sherwin Williams | Target | Textron Aviation | Tulsa Oilers

## ON TO THE REAL WORLD!

Post-graduation data was gathered on 83.5% of the 1,255 students who graduated with a BSBA degree in 2016 and it was reported that ...

- 92% had employment or job offers within three months of graduation (does not include students who were going on to graduate school, had other plans, or were not seeking jobs)
- The average reported salary was \$50,048 for all Spears Business undergraduates
- 11.2% of all students reporting were going on for advanced degrees