



MARKETING YOURSELF: WHY YOU SHOULD BECOME A UT MARKETING MAJOR



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WHAT IS MARKETING?

Marketing at UT encompasses advertising, promotion, sales, research, international marketing & more.

Gain skills to create compelling content, analyze data, and reach targeted audiences.



WHY MARKETING?

1

Versatility: don't know what you want to do yet? That's okay! Marketing has endless possibilities - careers from tech and sports to fashion and non-profits.

2

In-Demand Skills: communication, data analysis, critical thinking, project management, & creativity

3

Make a Meaningful Impact: marketing is about connecting with people understanding their needs, & building relationships

JOHN SYKES COLLEGE OF BUSINESS



World-Class Education

Ranked Among Bloomberg
Businessweek's Best Business
Schools for Sixth Year

Excellent Professors

17:1 professor to student ratio
Professors with real-world
industry experience

Job & Internship Opportunities

invaluable networking
opportunities, job fairs, clubs, &
more

A scenic view of a city skyline at sunset. In the foreground, there's a park with green grass, a paved path, and several palm trees. The city skyline in the background features several modern skyscrapers, including a prominent cylindrical tower and a building with a blue-tinted glass facade. The sun is low on the horizon, casting a warm, golden glow over the scene.

MY EXPERIENCE

DON'T JUST FOLLOW TRENDS ...

SET THEM!

BECOME A MARKETING MAJOR!