



Marketing at The University of Tampa

Branding Brilliance at UT

Henry Rausch



Benefits of Sykes College of Business: General Course Work

MKT 300: Principles of Marketing

- Consumer behavior, Market segmentation, Promotion tactics

MKT 360: Market Research

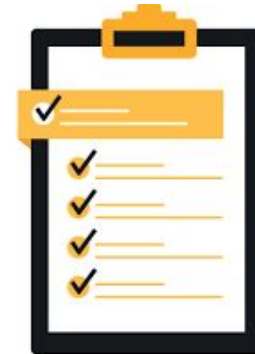
- Interpret data, Informed decisions, Understand trends

MKT 362: Digital Marketing

- Leveraging technology, SEO, PPC

MKT 354: Buyer Behavior

- Physiological, Social, Personal factors of buyers



The Future of Marketing at The University of Tampa:

Industry Proficiencies:

- Microsoft Office
- Hubspot Certification
- Tableau
- Artificial Intelligence (Ai)
- Prospecting
- Search Engine Optimization (SEO)
- Marketing Automation
- Market Research (Qualtrics)



Benefits of Sykes College of Business: Hands on

Branding yourself:

MKT 371: Professional Selling and Sales Management

Opportunities on Campus:

AMA: American Marketing Association

Lowth Entrepreneurship Center

Monthly Career Fairs (Internships)



PERSONAL BRAND



Student Success: AACSB Graduates





Support and Resources:



Conclusion:

