



MARKETING



Fogelman College
of Business & Economics



YOUR MAJOR. YOUR CAREER.

MAJOR DECISION

SELECTING MARKETING AS YOUR MAJOR

Perhaps you tune into the Super Bowl as excited to watch the commercials as the game. Maybe you intuitively rack up social media followers. Or, it may be that you're analytical, strategic, creative, express your ideas clearly and can embrace the big picture. If these traits speak to you, then consider choosing Marketing as your major.

Marketing majors dig deep into consumer behavior and effective marketing strategies while gaining a broad understanding of business fundamentals that apply to many industries. You'll learn various facets of marketing, including marketing communications, digital and social media strategy, marketing analytics, sales and account management and brand management.

A CAREER IN DEMAND

In a world that's changing dramatically, businesses need professionals who are creative and adaptable problem solvers. A degree in Marketing gives you precisely those tools by preparing you to be a strategic thinker, one who's valuable to any industry, business or not-for-profit. And because marketing, brand strategy and sales are essential to any organization — from products and services to fundraising — marketing professionals are always in demand.

MARKETING RANKS HIGH AS DEGREE CHOICE & CAREER PATH

#9

TOP HIGHEST PAYING BUSINESS DEGREES 2021, MARKETING
bestdegreeprograms.org

6%

JOB GROWTH RATE
2019-29
bls.gov/ooh

\$136,850

MEDIAN ANNUAL WAGE FOR MARKETING MANAGERS, MAY 2019
bls.gov/ooh



CAREER OPPORTUNITIES

Our marketing graduates have found fulfilling careers in product development, consumer research, and promotion of goods and services, including the following positions:

- Advertising Account Executive
- Brand/Product Manager
- Business Entrepreneur
- Content Manager
- Digital Marketing Manager
- Market Research Manager
- Marketing Analyst
- Marketing Communications Manager
- Marketing Consultant
- Marketing Manager
- Merchandising Manager
- Promotions Manager
- Retail Manager
- Sales Manager
- Social Media Manager

UofM GLOBAL BOASTS

RANKED BEST ONLINE BACHELOR'S IN MARKETING

#4

[AffordableCollege.com](https://www.AffordableCollege.com)

#20

[GuideToOnlineSchools.com](https://www.GuideToOnlineSchools.com)

#6

[OnlineCollegeReport.com](https://www.OnlineCollegeReport.com)

#26

[OnlineSchoolsReport.com](https://www.OnlineSchoolsReport.com)

#10

[TheBestSchools.org](https://www.TheBestSchools.org)

#29

[AffordableCollegesOnline.org](https://www.AffordableCollegesOnline.org)

RANKED BEST VALUE/AFFORDABILITY

#25

Most Affordable Online Bachelor's in Marketing
[TheBestSchools.org](https://www.TheBestSchools.org)

#34

Top Value Online Bachelor's in Marketing
[AffordableSchools.net](https://www.AffordableSchools.net)

FROM CLASSROOM TO CAREER

Marketing majors at FCBE have unique access to professional and community opportunities to gain real-world experience and enhance job prospects.

Student Marketing Association (SMA)

The student chapter of the American Marketing Association presents guest speakers, as well as recruiting and networking opportunities.

Memphis Institute for Leadership Education (MILE)

Available to all FCBE majors, this program pairs select, top students with local business and organizational leaders who serve as mentors.

Consumer Neuro-Insights Research Lab

FCBE students may conduct research studies using such technologies as eye-tracking, automated facial expression recognition, galvanic skin response, pupillometry, heart rate, EEG and implicit association testing.

Internships

Secure internships with major companies through the Marketing and Supply Chain Management (MSCM) Internship Program, the Fogelman Internship Network (FIN) and the Professional Development Center (PDC). The PDC also offers business etiquette, ethics, resume building, mock interviewing, career counseling, as well as Internship and Career Fairs held in spring and fall.

Study Abroad

For an immersive cultural experience, Marketing students may attend international programs through FCBE.

OUR FACULTY

Comprising career professionals and educators, our distinguished faculty bring diverse areas of expertise to their classrooms, their consulting and outreach activities, and their published research. They tout such prominent backgrounds as advertising strategy, productivity management, system analysis, services marketing and management science.

SCHOLARSHIPS

FCBE offers approximately \$350,000 in scholarships, including a limited number of departmental scholarships available to Marketing majors.

CENTER FOR WORKPLACE DIVERSITY AND INCLUSION

The Center for Workplace Diversity and Inclusion (CWDI) serves as a resource for members of the University and the Memphis business community to address racism, injustice and inequality in our society with a mission to enact change, promote racial equity and end discrimination.

cwdi@memphis.edu

ONLINE ON YOUR TIME

Earn your BBA online through UofM Global. Classes to suit your schedule. Affordable, with payment plans and scholarships available.

- AACSB Accredited
- Online Tutoring
- Advising & Career Services
- World-Class Professors



PROGRAM DIRECTOR

Dr. Gregory Boller

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TIGER TALE STUDENT SPOTLIGHT

Norman Richard Evans
BBA, Marketing Management '21

Minors: Social Media Marketing & Supply Chain Management



Dr. Tracy Cosenza really gave every effort to provide us with success in her course and for life post-college. She inspired me to get a minor in social media marketing and to take individuality as a marketer to the community space. I have never felt so empowered... I have found my passion, been provided the tools, and grown my network — all through the UofM."



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memphis.edu/mscm