Marketing Management (Marketing)

Marketing in Business Programs Available at the University of St. Thomas:
Majors: B.A. in Business Administration with a concentration in Marketing Management
Minor: None

Department Website: http://www.stthomas.edu/business/undergraduate/academics/majors/marketing/

Major Overview:

Marketing involves analyzing a complex landscape of data points to develop marketing strategies and tactics. It is one of the oldest and purest forms of business: the challenge of identifying customer needs and taking action to fulfill them in the marketplace.

The curriculum will prepare students for an exciting career in a business or nonprofit organization, creating and retaining profitable customers through research, competitive analysis, and determination of market potential, market segmentation and target marketing. All students will take the capstone course Marketing Management, which includes working with clients of the Small Business Institute (SBI). The SBI connects you with a member of the Marketing faculty and a student team to consult with small businesses to diagnose their business problems, then craft and present a solution to the client.

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What do UST Marketing Management alumni do?
A sample of entry level job titles and employers of alumni six to nine months after graduation:

Sample Job Titles:
Industrial Solutions Specialist, Client Services Coordinator, Account Executive, Merchant Analyst, Brand Manager, Marketing Compliance Specialist, Market Research Analyst, Inside Sales Specialist, Financial Advisor, Business Development Specialist, Leasing Associate, Business Analyst, Community Relations Associate, Marketing Coordinator, Web Coordinator, Digital Strategy Analyst, Operations Manager, Underwriter

Sample Employers:

University of St. Thomas 2014 Post-Graduate/First Destination Survey

Additional Industries & Career Areas:

Sales & Promotion
Marketing Management
Real Estate
Insurance
Social Media Management
Entertainment Marketing
Market Research
Purchasing/Procurement

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