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
CAREER INDUSTRIES & FOCUS AREAS

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

Promotions
- Public relations
- Advertising
- Social media
- Market promotions

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

STARTING SALARY
Average | $40,175

CAREER RESOURCES FOR MARKETING MAJORS
Eastin Center for Career Readiness  business.okstate.edu/eastin
OSU Career Services  hireosugrads.com
Marketing Jobs  marketingjobs.com
Marketing/Sales Jobs  nationjob.com/media
Jobs in Retail  ihireretail.com
Sports Jobs  teamworkonline.com
Flex Jobs  flexjobs.com
Simply Hired  simplyhired.com
International Nonprofit Info  idealist.org
American Marketing Association  ama.org
Data & Marketing Association  thedma.org
Insights Association  insightassociation.org
Marketing Jobs  marketing.jobs

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

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