

DEPARTMENT OF MARKETING

Marketing is the process of organizing and executing business activities to maximize consumer satisfaction and producer profits. It involves studying consumer behavior and developing strategies that align with societal goals. Marketers focus on identifying consumer needs and delivering products or services that meet those needs. The function of marketing includes targeting customer groups, product development, advertising, pricing, distribution, and promoting products, including through the internet and other interactive media.

Programs:

The Bachelor of Business Administration (BBA) in Marketing offers a comprehensive understanding of marketing principles, focusing on both traditional and digital marketing strategies. Students can specialize in one of the following areas:

- **Digital Marketing and Artificial Intelligence** – Focus on leveraging AI tools and digital strategies to enhance marketing campaigns, customer engagement, and data analysis.
- **Experiential and Sports Marketing** – Learn how to create memorable consumer experiences and promote sports-related products and events.
- **Professional Sales** – Develop skills in selling strategies, customer relationship management, and sales leadership, preparing students for careers in B2B and B2C sales.

The Marketing Department also offers certificates that provide specialized knowledge in key areas, beneficial for students and professionals looking to advance their expertise in **Artificial Intelligence in Marketing, Digital Marketing, Experiential and Sports Marketing, Professional Selling, Sales Leadership Development, and Transportation Sales.**

Additional Opportunities and Highlights:

- The **Institute for Sales Excellence** is a dedicated resource that helps students hone their sales skills through workshops, networking opportunities, and hands-on experience in the field of sales.
- **American Marketing Association (AMA)** has earned the International Chapter of the Year title at the International Collegiate level 17 times, notably securing the honor for 12 consecutive years from 2011 to 2023.

Majors in Marketing

- Marketing (BBA) (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-bba/>)
- Marketing - Digital Marketing and Artificial Intelligence Emphasis (BBA) (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-digital-marketing-emphasis-bba/>)
- Marketing - Experiential and Sports Marketing Emphasis (BBA) (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-marketing-bba/>)
- Marketing - Professional Sales Emphasis (BBA) (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-professional-sales-emphasis-bba/>)

Minors in Marketing

- Digital Marketing and Artificial Intelligence (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/digital-minor/>)
- Experiential and Sports Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-marketing-minor/>)
- Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-minor/>)
- Professional Sales (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/marketing-minor-professional-sales/>)

Certificates in Marketing

- Artificial Intelligence in Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/artificial-intelligence-in-marketing-certificate/>)
- Digital Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/digital-marketing-certificate/>)
- Experiential and Sports Marketing (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/experiential-and-sports-certificate/>)
- Professional Selling (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/professional-selling-certificate/>)
- Sales Leadership Development (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/sales-leadership-development-certificate/>)
- Transportation Sales (<http://www-public.courseleaf.com/undergraduate/business-economics/marketing/transportation-sales-certificate/>)