

# Marketing

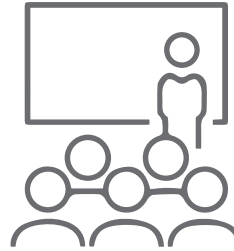
## STUDENT PROFILE



**RANKED**

# #1

**Public Undergraduate Business Program in the Northeast by *U.S. News & World Report*, 2021 (seven years running)**



**Marketing majors take required courses that improve their career readiness**

- SCH-MGMT 200: Career and Professional Development
- SCH-MGMT 310: Management Communication

### MARKETING IN THE CLASSROOM

#### SELECTED COURSEWORK

- Brand & Advertising
- Consumer & Buyer Behavior
- Data Collection Design
- Market Research & Reporting
- Marketing Tech Tools

#### SOFTWARE & TECHNICAL PROFICIENCY

- Salesforce
- iMovie
- Qualtrics
- Hubspot
- Tableau
- Oracle
- Web Analytics

#### SKILLS

- Market Research
- Advertising, Promotions & Sales
- Brand Management
- Consumer Behavior
- Sales Pitch & Case Competitions
- Digital & Social Media Marketing
- Inbound Marketing
- Search Engine Optimization (SEO)

#### PROFESSIONAL ORGANIZATIONS

- American Marketing Association
- Business Marketing Association
- Direct Marketing Association

#### STUDENT CLUBS

- Isenberg Marketing Club (IMC)
- Isenberg Sales Club
- AdLab

#### ALUMNI & EMPLOYER ENGAGEMENT

- Target Business Case
- Marketing Club Networking Night

### MARKETING IN THE WORKFORCE

25<sup>TH</sup> - 90<sup>TH</sup> STARTING SALARY PERCENTILES  
**\$42,600 - \$60,500**

**AVERAGE STARTING SALARY: \$48,450**

# 96%

of Marketing graduates seeking employment accept a job within six months of graduation



#### TOP TITLES

- Account Executive
- Allocation Analyst
- Business Development Consultant
- Data Analyst
- District Manager
- E-Commerce Associate
- Inbound Success Coach
- Marketing Associate
- Medical Device Recruiter
- Sales Management Associate
- Social Media Marketing Manager
- Technical Recruiter

#### TOP COMPANIES

