### Marketing Student Profile

**RANKED #1**

Public Undergraduate Business Program in the Northeast by *U.S. News & World Report*, 2023 (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
- Qualtrics
- Tableau
- Web Analytics
- iMovie
- Hubspot
- Oracle

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

**Certifications**
- Trailhead Badges in Salesforce
- Google AdWords
- HubSpot

**Student Clubs**
- Isenberg Marketing Club (IMC)
- Isenberg Sales Club
- AdLab

**Alumni & Employer Engagement**
- Target Business Case
- Marketing Club Networking Night

### Marketing in the Workforce

**Average Starting Salary**
- $61,309

**Median Starting Salary**
- $60,500

**95%** 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

**Hiring Companies**
- Epsilon
- Wayfair
- Target
- Oracle
- Dell Technologies
- Trustpilot
- TJX
- PepsiCo
- Alku
- TikTok
- CVS Health
- HubSpot
- Thermo Fisher Scientific
- NBC Universal
- Newell Brands