



DEPARTMENT OF



MARKETING



Fogelman College
of Business & Economics



YOUR MAJOR. YOUR CAREER.

MAJOR DECISION

SELECTING MARKETING AS YOUR MAJOR

Perhaps you tune into the Super Bowl as excited to watch the commercials as the game. Maybe you intuitively rack up social media followers. Or it may be that you're analytical, strategic, creative, express your ideas clearly and can embrace the "bigger picture." If these traits speak to you, then consider choosing marketing as your major.

Our marketing majors dig deep into consumer behavior and effective marketing strategies, while gaining a broad understanding of business fundamentals that apply to all industries. With this degree, you'll learn core facets of marketing, including marketing communications, digital and social media strategy, marketing analytics, sales and account management and brand management.

A CAREER IN DEMAND

In a world that's changing dramatically, businesses need professionals who are creative and adaptable problem solvers. A degree in marketing will provide you with the tools you need to become a strategic thinker. And because marketing, brand strategy and sales are essential to any organization, marketing professionals are always in high demand.

MARKETING RANKS HIGH AS DEGREE CHOICE & CAREER PATH



6%

JOB GROWTH RATE
2022-32
[bls.gov/ooh](https://www.bls.gov/ooh)



\$156,580

MEDIAN SALARY
FOR MARKETING
MANAGERS IN 2023
[bls.gov/ooh](https://www.bls.gov/ooh)



CAREER OPPORTUNITIES

Our marketing graduates have secured fulfilling, dynamic and well-compensated positions including, but not limited to:

- Advertising Account Executive
- Brand/Product Manager
- Business Entrepreneur
- Content Manager
- Digital Marketing Manager
- Market Research Manager
- Marketing Analyst
- Marketing Communications Manager
- Marketing Consultant
- Marketing Manager
- Merchandising Manager
- Promotions Manager
- Retail Manager
- Sales Manager
- Social Media Manager

UofM GLOBAL BOASTS

RANKED BEST ONLINE BACHELOR'S IN MARKETING

#6

OnlineCourseReport.com

#10

BestValueSchools.org

#10

TheBestSchools.org

#13

GreatValueColleges.net

#14

Learn.org

#25

TheBestSchools.org

RANKED BEST VALUE/AFFORDABILITY

#25

Most Affordable Online Bachelor's in Marketing

TheBestSchools.org

#13

Great Value Online Bachelor's in Marketing

GreatValueColleges.net

FROM CLASSROOM TO CAREER

Marketing majors at FCBE have unique access to professional and community opportunities to gain real-world experience and enhance job prospects.

Student Marketing Association (SMA)

The student chapter of the American Marketing Association (AMA) presents guest speakers, as well as recruiting and networking opportunities.

Memphis Institute for Leadership Education (MILE)

Available to all FCBE majors, this program pairs select, top students with local business and organizational leaders who serve as mentors.

Center For Workplace Diversity and Inclusion (CWDI)

The CWDI serves as a resource for members of the University and the Memphis business community to address racism, injustice and inequality in our society with a mission to enact change, promote racial equity and end discrimination. cwdi@memphis.edu

Internships

Secure internships with major companies through the **Marketing and Supply Chain Management (MSCM) Internship Program**, the **Fogelman Internship Network (FIN)** and the **Center for Professional Career Development (CPCD)**. The CPCD also offers business etiquette, ethics, resume building, mock interviewing and career counseling, as well as internship and career fairs held in spring and fall.

Study Abroad

For an immersive cultural experience, Marketing students may attend international programs through FCBE. tigersabroad@memphis.edu

OUR FACULTY

Comprised of educators and career professionals, our distinguished faculty bring diverse areas of expertise to their teaching, published research, consulting and outreach activities. They tout prominent backgrounds in advertising strategy, consumer behavior, retailing, sales, social media marketing, services marketing and sustainability.

SCHOLARSHIPS

FCBE offers approximately \$450,000 in scholarships, including a limited number of departmental scholarships available to marketing majors.

CONSUMER NEURO-INSIGHTS RESEARCH LAB (C-NRL)

FCBE students may conduct research studies using such technologies as eye-tracking, automated facial expression recognition, galvanic skin response, pupillometry, heart rate, EEG and implicit association testing.

ONLINE ON YOUR TIME

Earn your BBA online through UofM Global. Classes are designed to suit your busy schedule. It's an affordable option, with payment plans and scholarships available.

- AACSB Accredited
- Online Tutoring
- Advising & Career Services
- World-Class Professors



TIGER TALE STUDENT SPOTLIGHT

Isaiah Capps

BBA | Marketing Management, '24
Extracurriculars: Emerging Leaders, FCBE Bank of America Career Fellow, Student Government Association, Civic Engagement Board

"I have always had a passion for marketing. In high school I knew I wanted to pursue higher education to sharpen my business skills. Fogelman offers so many great marketing courses and programs such as social media, branding & career development. I am so grateful for my professors and the CPCD staff for setting me up for success in all aspects of life. No matter what path of business you decide to go into, FCBE has people there to guide you every step of the way."



Dr. Ernest Nichols

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Department of Marketing
& Supply Chain Management

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