

MARKETING

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Marketing is an organizational function that provides management with information for product development, market segmentation and targeting, an understanding of consumer behavior, marketing planning, and deployment of a distribution system that allows the organization to maintain a competitive advantage.

POPULAR COURSES

- Supply Chain Management
- Applied Marketing Research
- Consumer Behavior

OPPORTUNITIES IN MARKETING

- Sales Management
- Brand Manager
- Social Media
- Advertising
- Product Development Strategist
- Marketing Analytics

INTERNSHIP OPPORTUNITIES

- Retail
- Online Marketing
- Logistics Companies
- Nonprofit Marketing

13:1 Student to Faculty Ratio

45 Undergraduate Programs

<700 Students Enrolled

