A degree in marketing offers graduates a multitude of career options since every industry utilizes marketing professionals. Whether you want to work in areas as diverse as oil and gas, entertainment, retail, industrial sales or consumer goods, a degree in marketing is a great place to start.

Additionally, marketing covers a large area of specializations. As the accompanying list shows, careers are available in sales, public relations, retailing and promotional management just to name a few. With multiple industry and specialty applications available to graduates, marketing is a doorway to many exciting and dynamic career opportunities.

If you would like to help organizations decide which consumer groups to serve and which products and services to produce, while setting appropriate levels of promotional effort, pricing, and other considerations in generating sales, a Bachelor of Business Administration in Marketing is for you.

- Learn to communicate effectively and think creatively
- Develop critical research, analysis and problem-solving skills
- Build a strong foundational knowledge of marketing and business principles

For More Information
912-478-6625
mktg-business@georgiasouthern.edu
GeorgiaSouthern.edu/parker/mktg
The Marketing Student Experience

Our innovative curriculum incorporates business fundamentals and the current trends in today’s business environment. You will learn from faculty well-known for their published research and the strength of their teaching skills. Our faculty members genuinely care about your success as a student and will work hard to prepare you for future success in today’s highly competitive global environment. The marketing major also offers students the ability to customize their plans of study with three specializations: Fashion Merchandising, Retail Management and Sales and Sales Management.

Marketing students are given unique opportunities for experiential learning and interaction through dedicated Centers and organizations, as detailed below.

Center for Sales Excellence
The Center for Sales Excellence supports and promotes students pursuing careers in sales. Through the Center, students gain experience with sales role-play in our dedicated labs, and many go on to compete at the national level in competitions. The Center also works to bring students together with companies in the industry that are looking to hire.

Center for Retail Studies
The Center for Retail Studies provides knowledge of the retail world through sponsored trips and conferences, as well as extensive career preparation. Students participate in the National Retail Federation’s “Big Show” in New York City and the Shop.Org Summit. Both opportunities allow students to network with top executives and managers at major retail firms. These opportunities are mostly funded by scholarships and donations to our program.

Alpha Mu Alpha
Since its inception in 1937, the American Marketing Association (AMA) has remained committed to the advancement of excellence in the field of marketing. It was this commitment that fostered the establishment of Alpha Mu Alpha in Spring of 1981. Alpha Mu Alpha is the national marketing honorary for qualified undergraduate, graduate and doctoral marketing students, and marketing faculty.

Pi Sigma Epsilon
Pi Sigma Epsilon (PSE), a national and professional fraternity for men and women in sales, marketing and management, gives its members the chance to gain hands-on experience through experiential learning opportunities, participate in regional and national conferences, and network with professionals. Its mission is to develop the sales and marketing skills of its members through lifelong opportunities.