



# COLLEGE OF BUSINESS MARKETING



The Bachelor of Business Administration in Marketing provides students with foundational knowledge in consumer behavior, advertising and promotional strategy, digital marketing, marketing research and analytics, and marketing strategy. Elective courses allow students to pursue several areas of interest including professional selling, entrepreneurial marketing, retail management, international marketing, and social media marketing.

Because of the diversity of marketing applications and specialties, marketing career choices include:

- Marketing researcher/analyst
- Account representative
- Digital marketing specialist
- Social media manager
- Product or brand ambassador/manager
- Event planner/director
- Director of advertising or PR
- Fundraising coordinator
- Content creator/developer

Employment opportunities include multinational corporations, startups, government agencies, and non-profit organizations.

## CONTACT US

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SCAN FOR MORE  
INFORMATION  
[tamucc.edu/business](http://tamucc.edu/business)



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Marketing is a dynamic function that facilitates exchanges between organizations and customers to satisfy individual and organizational objectives. Marketing professionals develop and apply a variety of skills including quantitative and qualitative analysis, creativity, critical thinking, problem solving, and communication.

The College of Business strives to be among the premier business schools in Texas by providing students with the best quality business education, valuable business-world engagement opportunities, rewarding international experiences, and attractive career opportunities.



Both the business and accounting degree programs are accredited by AACSB International, a distinction that is held by only one percent of business schools worldwide.



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