Reasons why you should be in Marketing:

⇒ One of the most stable career fields for college grads (money!)
⇒ Marketing is a diverse career choice. It involves various job areas of work – Selling, graphics/ advertising, research, analytics and so on.
⇒ Employment of marketing, advertising and promotions managers should grow by 9 percent through 2024, a little faster than average for all occupations (U.S. Bureau of Labor Statistics’ 2016-17 Occupational Outlook Handbook)

The Mission of the Bachelor of Business Administration (BBA) in Marketing is to provide exposure to skills and careers in the growing fields of consumer sales, organizational sales, sales management, product management, marketing research, promotion and media planning, retail/wholesale management, buying or purchasing and customer service management while providing for flexibility for support in additional areas.

These careers are found at all levels of distribution (both domestic and international), as well as in non-profit organizations and government entities. Marketing is a career track that is always developing and changing as new technologies and products are created. The program offers students from business and non-business backgrounds with an opportunity to develop expertise in the art and science of business marketing.
Skill set needed/desired to start

The program is intended to help students develop the knowledge and skills needed for a variety of marketing positions and apply these skills to real world business challenges. Students after graduating with a marketing degree are likely to assume positions in brand management, marketing consulting, marketing research/analytics or business development and more.

Marketing is a career track that is always developing and changing as new technologies and products are created, our program intends at preparing students to enter this dynamic field with right blend of marketing & technical skills.

MKT 366 - MARKETING PROMOTION

This course provides an analysis of the promotion networks of business firms to external publics. Emphasis is on enabling students to appraise the effectiveness of marketing tools and their social and economic significance.

MKT 436 - MARKETING RESEARCH

Techniques of marketing research, research design, analysis and interpretation of marketing data, questionnaire building, and sampling methods are studied in the course.

MKT 420 - International Marketing

This course provides coverage of a broad survey of international business issues; analyzes the environment in which international businesses operate; introduces multinational enterprises, global competition, international organizations, treaties and international law, national trade policies and the determinants of competitiveness of U.S. firms in international markets.

MKT 431 - Internship

This course provides an opportunity for selected students to earn elective credits in Marketing through supervised work experience with area business firms under the supervision of a faculty member.

CONTACT

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