Marketing B.B.A.

Major
Bachelor of Business Administration
Department of Marketing
Labovitz School of Business and Economics

Whether you’re interested in creative advertising jobs, lucrative sales positions which allow you to travel the world, or analytical careers where you use your love of numbers to influence key business decisions, majoring in marketing opens up a world of opportunities for you.

Successful marketers know how to listen to and understand consumers. They have strong interpersonal skills, a passion for helping others, and a drive to help their organizations grow through attracting and retaining customers.

Why UMD

- Marketing is one of the largest majors in LSBE and UMD. The program has a vast network of alumni working across the state and nationally.
- The department regularly holds alumni networking events where current students get an opportunity to mingle with successful marketing alumni from the industry.
- Marketing majors also take courses where students get to work with area businesses on live projects.
- A significant number of marketing majors also participate in paid internships.

Acquired Skills

- Facilitate exchanges effectively.
- Utilize quantitative and qualitative information to formulate solutions to marketing problems, addressing the 4 Ps of marketing: Product (including services and experiences), Place (distribution and logistics), Price, and Promotion (online and offline, including personal selling).
- Communicate skillfully, in written and oral formats.

Career Possibilities

Just like the field of marketing, career opportunities in marketing are diverse. Not only are marketing positions very visible within an organization, you can also expect to shoulder considerable responsibilities fairly early in your career as a marketer.

After graduation, marketing majors work in areas such as sales, social media, logistics, marketing planning, advertising, marketing research, branding, product management, retail, and public relations.

Scholarships

Students with a major in LSBE are eligible to apply for more than 120 scholarships, with the total scholarship amount in excess of $200,000 annually.

Student Clubs

ADMAR (Advertising and Marketing Club) is among the largest student clubs in LSBE. Students in the club
compete in the American Advertising Federation’s (AAF) National Student Advertising Competition (NSAC). The club invites guest speakers from the top ad agencies in Duluth and many past ADMAR members have gone on to work for advertising agencies.

Faculty Highlights

Several faculty members in the Department of Marketing have won system-wide as well as national awards for excellence in undergraduate teaching (including two Horace T. Morse Award winners). One of the faculty members (Dr. Steve Castleberry) is a co-author of one of the nationally best-selling textbooks on Sales. Most faculty members have worked in the industry.

Requirements

Freshmen and transfer students are typically admitted as pre-business students for all BBA majors. Admission to candidacy status, which allows access to upper division LSBE classes, typically occurs at the junior level when students have successfully completed all pre-major (pre-candidacy) course requirements and met all of the GPA standards. Students with 2.60 UM and overall, and 2.00 internal and pre-major GPAs, are admitted into the major upon completion of pre-major courses.

Graduate Report

Recent UMD Graduates Job Placement Data & Employers

Here’s a sampling of positions Marketing B.B.A. grads have attained six months to one year after graduation.

- Sales Representative - 3M, Maplewood, MN
- Marketing Development Manager - Coca-Cola, Eagan, MN
- Project Coordinator - Compudyne, Duluth, MN
- Web Marketing Coordinator - Faster Solutions, Duluth, MN
- Digital Marketing Specialist - Happy Dog Web Productions, White Bear Lake, MN
- Interactive Marketing Manager - KBJR-TV, Duluth, MN
- Fan Development Intern - Minnesota Wild, St. Paul, MN
- Sales & Services Representative - Minnesota Vikings, Minneapolis, MN
- Inside Sales Representative - Check Point Software Technologies, New York, NY
- Retail Sales - Hershey Company, Manhattan, KS
- Sales Support Analyst - Jack Link's Beef Jerky, Minneapolis, MN

For more data see the Marketing B.B.A. Graduate Follow-Up Report.
For ideas about Marketing B.B.A. and other majors visit Career & Internship Services.