Marketing and Graphic Design B.B.A.

Many organizations are looking for entry-level graduates who are trained in traditional marketing analysis but who also possess applied graphic design skills. LSBE’s Marketing & Graphic Design (MGD) major combines core marketing knowledge with graphic design skills so that graduates can help companies create effective traditional and online marketing campaigns that are built on strong business and design fundamentals.

Why UMD

- The Marketing and Graphic Design program is a collaboration between LSBE and UMD School of Fine Arts.
- When launched, it was the first program of its kind and continues to be one of a handful nationally.
- Students in the major receive specialized training in marketing and creative design.
- Graduates are able to work effectively in industry-standard creative teams, correctly identifying and measuring consumer needs and designing effective promotional graphic systems and materials.

Career Possibilities

There is a strong industry need for graduates whose skills span beyond the traditional disciplines in business. The MGD major allows students to combine the skillsets of two different disciplines: Marketing and Graphic design.

As such, MGD graduates find exciting career opportunities in fields as diverse as social media and online marketing, sports marketing, advertising, web development and design, digital and marketing communications, and public relations.

Acquired Skills

- Solve visual communication problems using conceptual thinking, imagery, typography, and type-and-image combinations, all with a high degree of usability.
- Work collaboratively with a creative team to research, design and implement effective marketing strategies.

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

The Marketing and Graphic Design Club is designed to bring together students from LSBE and School of Fine Arts in a creative business setting. As a club, students discuss classwork and ideas and help each other expand as marketers and designers. The Marketing and Graphic Design Club brings in business professionals from
different backgrounds who help students understand job paths.

Faculty Highlights

Students in the MGD major are advised by Dr. Marat Bakpayev. In addition to serving as an Account Director for P&G with Leo Burnett, he has several years of work experience in retail and social marketing, including working with brands such as Zara, Bershka, Pull & Bear, Massimo Dutti, and Stradivarius.

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 apply to major in MGD major early in their academic program. Admissions is based on an interview and review of a portfolio and previous academic record.

Graduate Report

Recent UMD Graduates Job Placement Data & Employers

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

- Visual Merchandiser - maurices, Duluth, MN
- Merchant Analyst - Best Buy, Richfield, MN
- Buyer - Palm USA, Chicago, IL
- Marketing Analyst - Sullivan, Cotter & Associates, Minneapolis, MN

For more data see the Marketing & Graphic Design B.B.A. Graduate Follow-Up Report [5]. For ideas about Marketing & Graphic Design B.B.A. and other majors visit Career & Internship Services [6].