

# Major in Marketing



## SAMPLE COURSES

- Consultative Selling
- Customer Insights
- Digital and Social Media
- Marketing Strategy
- Product Innovation and Brand Management
- Sports and Entertainment Marketing

**Are you innovative, creative, analytical and good at communicating? Careers in marketing use all these skills and more.**

Every organization wants to market and sell its products or services. Successful ones know how to balance profits with customer relationships. That's where marketing comes in. With a degree in marketing you are uniquely positioned to leverage communications skills, explore partnerships, apply marketing research, propel innovative strategy and interact with customers using a variety of media. The more connected the world becomes, the more corporations value people who know how to spread the word in a profitable way.

## OUR FACULTY

Our faculty members will engage you in **design thinking, hands-on selling, applying research and analytical techniques to marketing problems** and more. They rank highly for mentorship, academic experience and teaching quality.

## Career Prospects





The *average starting salary* for TCU Neeley Marketing Majors is nearly **\$51,000**.

*2018 graduates reporting data*

#### MORE INFORMATION

[www.neeley.tcu.edu/BBA](http://www.neeley.tcu.edu/BBA)

[www.neeley.tcu.edu/MarketingDept](http://www.neeley.tcu.edu/MarketingDept)

[www.neeley.tcu.edu/SalesandInsights](http://www.neeley.tcu.edu/SalesandInsights)

## What Sets Us Apart

### Three tracks to choose from:

- **Digital Communications** — Plan and direct marketing campaigns, integrating new digital with traditional media, by identifying compelling brand messages and communicating them clearly and transparently to customers.
- **Consultative Selling** — Influence others (customers, colleagues, managers) through a needs-based sales process that is applicable to any industry and career.
- **Marketing Analytics** — Measure, manage and analyze customer responses and marketing performance, using technology to maximize effectiveness and support decision-making.

### Sales and Customer Insights Center

Gain unique hands-on, real-world experience with exciting businesses to prepare you for career success.

### TCU Collegiate Chapter of the American Marketing Association

Meet some of the most innovative minds in the business and learn from successful marketing professionals from a variety of careers.



Neeley School  
of Business