

BACHELOR OF SCIENCE IN BUSINESS MARKETING



100% PLACEMENT RATE FOR GRADUATES

Marketers create value by providing products to satisfy customer needs. Effective marketing is critical to all successful organizations. EIU Marketing majors develop critical thinking skills needed to develop products and services, set prices, communicate key brand features, and distribute products effectively. They are well prepared for excellent careers in business and graduate school.

Marketing is one of the most popular majors in EIU's School of Business. Students who succeed as Marketing Majors are:

- Creative
- Able to influence and persuade others
- Adaptable and flexible
- Analytical
- Planners and decision makers
- People-oriented

The Marketing Major curriculum emphasizes: analytical skills; ability to interpret data; quantitative analysis skills; research skills; written communication skills; presentation skills; problem solving abilities; and teamwork.



EIU's School of Business is accredited by the Association to Advance Collegiate Schools of Business International (AACSB). AACSB is the premier accreditation body for institutions offering degrees in business and accounting.

- + AMERICAN MARKETING ASSOCIATION CHAPTER
- + MARKETING INTERNSHIP OPPORTUNITIES
- + STUDY ABROAD OPPORTUNITIES
- + CAREER DEVELOPMENT ACTIVITIES

SCHOOL OF BUSINESS MARKETING

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IT'S ALL ABOUT YOU. APPLY TODAY AT MY.EIU.EDU.

eiu.edu/business/marketing

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CAREERS IN MARKETING

EIU offers a marketing program that prepares students for entry level positions in a variety of marketing and business careers including:

- **PROFESSIONAL SELLING:** Represent a firm and its products in business-to-business sales or direct consumer sales.
- **PROMOTION/ADVERTISING/PUBLIC RELATIONS:** Communicate information about products, brands, and organizations through various media; develop promotional materials; create news releases and publicity to communicate with the media and stakeholders.
- **MARKETING RESEARCH:** Collect and analyze marketing data; communicate research information to managers; assist in designing and implementing research projects.
- **SOCIAL MEDIA AND INTERACTIVE MARKETING:** Communicate directly with potential customers through mail, broadcast media, telephone, the Internet, and social media; develop and maintain interactive relationships with customers.
- **BRAND/PRODUCT MANAGEMENT:** Analyze sales and trends; assist in planning and directing marketing activities for a particular brand or product.
- **RETAIL MANAGEMENT:** Select merchandise, control inventory, coordinate advertising and promotion, and manage sales; gain experience for starting a business.
- **SUPPLY CHAIN AND LOGISTICS MANAGEMENT:** Coordinate carrier routes, distribution and placement of products with supply chain members including; raw material suppliers, distributors, wholesalers, buying agents, retailers, and shippers.
- **MEETING, CONVENTION AND EVENT PLANNERS:** Planning conferences, product shows, conventions, and other company events and coordinating trade shows.
- **SPORTS MARKETING ACCOUNT EXECUTIVE:** Advertising and promotion planning as well as identifying and developing sponsorship opportunities for leagues, teams, and individuals.

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Make a successful transition from college to career by enhancing the knowledge and skills you learn in the classroom through professional development activities. To gain a competitive edge in starting your career you can:

- Be a student leader by participating in EIU's award-winning student business organizations including the student chapter of the **American Marketing Association**.
- Complete a **marketing internship** to apply your academic skills and knowledge in the "real world," polish your professional skills, and gain a head start on your career.
- **Study abroad** to gain international experience that will help prepare you for the competitive global marketplace.
- Participate in **career development activities** such as mock interviews, resume workshops, job shadowing, and business etiquette programs to gain the skills and confidence to begin your career successfully.
- Participate in local and **National Collegiate Conferences and Competitions** to develop your skills and network at a higher level.



EIU students' Professional Sales team at the 2019 National Sales Challenge in New York.