Job Placement Rate: 90.9% (December 2013)

Major Admission Requirements: 2.75 cumulative Texas Tech University GPA

Global Supply Chain Concentration: A or B in MKT 3350, MKT 3353 and ISQS 3344, 3.20 Texas Tech University GPA and an application

Available Concentrations: Supply Chain Management, Sales

Available Certificates: Certificate in Energy

Popular Study Abroad Options and Faculty-led Programs (FLP): Norway (FLP), Spain (FLP), England (FLP), Australia

Internships strongly encouraged.

*Dependent on market conditions and number of graduates

COMPANIES THAT HIRE RAWLS GRADUATES

- BNSF Railway
- C.H. Robinson
- Cintas
- Cisco Systems
- E.&J. Gallo
- Glazer’s
- Goodyear
- ISNetworld
- J.B. Hunt
- Lockheed Martin
- Occidental Petroleum
- Sewell

CAREERS

Sales
- Industrial sales
- Consumer product sales
- Event marketing
- Services marketing

Supply Chain Management
- Logistics
- Sourcing/purchasing
- Transport/distribution
- Inventory management/warehousing
- Customer service

Promotions
- Market promotions
- Public relations
- Advertising
- Social media

Market Research
- Industry research
- Advertising research
- New product testing
- Pricing and packaging research

MARKETING STUDENT ORGANIZATIONS

- Tech Marketing Association (TMA) | www.tmattu.com
- Tech Supply Chain Association | techsca.wordpress.com

For a complete list of student organizations within the Rawls College of Business, visit www.ba.ttu.edu/officeofthedean/studentorgs.
SAMPLE COURSE CURRICULUM

Market Promotion
- Strategic role of promotions
- Strategies for integrated brand promotion
- Development of message strategy and development
- Developing an integrated promotional plan
- Social media, mobile marketing and Internet marketing

Supply Chain Management (SCM)
- Complexity and issues of global supply chains
- SCM techniques, tools, and trade-off analysis
- Sourcing, supplier, selection, and negotiation
- Suppliers, channels, customers, and relationships

Consumer Behavior
- Social science application of marketing concepts
- Consumer decision and information process
- Interpersonal behavior
- Innovation
- Other factors influencing behavior in the marketplace

Logistics Management
- Develop and implement inventory management strategies
- Evaluate the cost and service characteristics of the primary transportation modes
- Assess approaches to distribution management

Marketing Strategy
- Develop strategies for sustainable competitive advantage
- Understand the role of the customer in firm decision making processes
- Innovation and commercialization of technologies

International Commerce
- International marketing and management
- Global supply chain issues and management
- Trade finance; methods and payments
- International legal systems and contracts

Personal Selling
- Identify and qualify prospective customers.
- Develop questioning skills
- Deliver sales presentation
- Overcome objections
- Close a sale
- Time management

Logistics Analytical Methods
- Logistic models and tools
- Inventory
- Transportation
- Facility location
- Heuristic approaches
- Optimization techniques

Sales Management
- Develop sales forecasts
- Design sales territories
- Hire, train, motivate and evaluate salespeople
- Presentation skills
- CRM technology overview

Brand Management
- Brand management approaches and strategies
- Market research, segmentation, and maximizing value
- New product development strategies, tools, launch, and implementation

International Marketing
- Issues facing marketing managers in the global market
- Marketing strategies in the global environment
- Concepts and terminology used in international marketing
- Awareness of cultural, socio-economic and political impact on global marketing

RAWLS COLLEGE OF BUSINESS AND TEXAS TECH UNIVERSITY RESOURCES

Texas Tech University
- Admissions | www.admissions.ttu.edu
- Financial Aid | www.financialaid.ttu.edu
- Scholarships | www.scholarships.ttu.edu

Rawls College of Business
- Career Management Center | www.rawlscmc.ba.ttu.edu
- Area of Marketing | marketing.ba.ttu.edu
- Georgie G. Snyder Communication Skills Center | comskillscenter.ba.ttu.edu
- Undergraduate Services Center | undergrad.ba.ttu.edu

While every effort has been made to ensure accuracy, the Rawls College of Business reserves the right to make changes to pertinent information including but not limited to degree plans and program requirements.