



EXPLORING BUSINESS MAJORS

MARKETING

Degree: Bachelor of Business Administration in Marketing

Marketing majors secure the complex marketing skills needed to assume key roles in organizations and achieve success in business. Students take coursework in consumer behavior, international marketing, service marketing, market research, marketing strategy, and sales, to prepare them for a career in sales, product/brand management, or other marketing related fields.

MAJOR ADMISSION REQUIREMENTS

- A or B in MKT 3350
- 2.75 cumulative Texas Tech University GPA

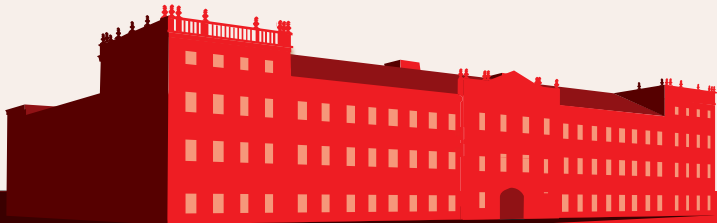


89.7%

JOB PLACEMENT RATE

(MAY 2017)

**Figure is dependent on market conditions, response rate, number of graduates, and includes graduates pursuing advanced degrees.*



COMPANIES THAT HIRE RAWLS GRADUATES

- C.H. Robinson
- Cintas
- Cisco Systems
- ConocoPhillips
- E. & J. Gallo
- Southern Glazer's
- Goodyear
- Goosehead Insurance
- ISNetwork
- J.B. Hunt
- Lockheed Martin
- Occidental Petroleum
- Phillips 66
- Sewell
- Sherwin-Williams

WHAT CAN I DO WITH THIS MAJOR?

Sales

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

Promotions

- Market promotions
- Public relations
- Advertising
- Digital marketing
- International marketing

Market Research

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

AVAILABLE CONCENTRATIONS

Sales



BEYOND THE CLASSROOM

STUDY ABROAD

Choose from more than 10 study abroad trips led by Rawls faculty or explore other study abroad opportunities offered in more than 70 countries. Visit rawlsabroad.com to start exploring options.

STUDENT ORGANIZATIONS

With more than 25 business-related student organizations, there are many different opportunities to get involved. For a complete list of student organizations within the Rawls College of Business, visit studentorgs.ba.ttu.edu.

- Tech Marketing Association (TMA) | tmattu.com
- Tech Supply Chain Association | sca.ba.ttu.edu

WE'RE HERE TO SUPPORT YOU!

The Rawls College offers dedicated advising, career coaching, study abroad, and business communication support services designed to prepare students for today's global workforce.

Rawls College of Business

- Career Management Center | rawlscmc.com
- Center for Global Engagement | rawlsabroad.com
- Georgie G. Snyder Center for Business Communication | comskillscenter.ba.ttu.edu
- Undergraduate Services Center | undergrad.ba.ttu.edu

