EXPLORING BUSINESS MAJORS

MARKETING

Degree: Bachelor of Business Administration in Marketing

Job Placement Rate*: 90.7% (May 2015)

Major Admission Requirements: A or B in MKT 3350, 2.75 cumulative Texas Tech University GPA

Available Concentrations: Supply Chain Management, Sales

Supply Chain Management Concentration: A or B in MKT 3350, MKT 3353 and ISQS 3344, 3.20 Texas Tech University GPA and admission into the program

Example of Study Abroad Countries: Australia, China, Czech Republic, France, Germany, Greece, Ireland, Italy, Japan, New Zealand, Norway, Spain, South Korea, United Arab Emirates, United Kingdom

See a full list of study abroad programs for your major at RawlsAbroad.com.

*Dependent on market conditions and number of graduates

COMPANIES THAT HIRE RAWLS GRADUATES

- BNSF Railway
- C.H. Robinson
- Cintas
- Cisco Systems
- ConocoPhillips
- E.&J. Gallo
- Glazer's
- Goodyear
- ISNetworld
- J.B. Hunt
- Lockheed Martin
- Occidental Petroleum
- Phillips 66
- Sewell

CAREERS

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

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

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) | tma.ba.ttu.edu
- Tech Supply Chain Association | sca.ba.ttu.edu

For a complete list of student organizations within the Rawls College of Business, visit studentorgs.ba.ttu.edu.
### Market Promotion
- Strategic role of promotions
- Strategies for integrated brand promotion
- Development of message strategy and development
- Development of 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

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

### 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

### 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

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

### Marketing Research Analysis
- Marketing research process
- Sources of marketing information
- Marketing research designs
- Data analysis techniques
- Interpretation of findings
- Ethical practices

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

### 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.com
- 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.