



JERRY S. RAWLS

COLLEGE OF BUSINESS

TEXAS TECH

BACHELOR OF BUSINESS ADMINISTRATION IN

MARKETING

Are you an outside-of-the-box thinker? Does creating and selling products to an audience of your choice sound fun? **If so, a marketing major may be for you!**



Our marketing majors learn how consumer behavior impacts marketing decisions, how cultural factors shape ad campaigns, and how data can be leveraged to create successful marketing campaigns. Our marketing program will help you deliver valuable experiences to customers by understanding how to effectively design, price and promote products.

94.6%

JOB PLACEMENT RATE

(2023-2024 Academic Year)

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

Major Admission Requirements

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

Student Organizations

- \ Sales Leadership Group
- \ Tech Marketing Association

Certificates

- \ Sales & Customer Relationship Management

Companies Hiring Rawls Graduates



Careers

Sales

- \ Industrial Sales
- \ Consumer Product Sales
- \ Event Marketing
- \ Services Marketing

Market Research

- \ Industry Research
- \ Advertising Research
- \ New Product Testing
- \ Pricing and Packaging Research

Promotions

- \ Market Promotions
- \ Public Relations
- \ Advertising
- \ Digital Marketing
- \ International Marketing