

## EXPLORING BUSINESS MAJORS

# MARKETING

**Degree:** Bachelor of Business Administration in Marketing

**Job Placement Rate\*:** 90.9% (May 2016)

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

**Available Concentrations:** Sales

**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](http://RawlsAbroad.com).

*\*Dependent on market conditions and number of graduates*

## COMPANIES THAT HIRE RAWLS GRADUATES

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

## CAREERS

### Sales

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

### Promotions

- Market promotions
- Public relations
- Advertising
- Social media

### Market Research

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

## MARKETING STUDENT ORGANIZATION

- Tech Marketing Association (TMA) | [tma.ba.ttu.edu](http://tma.ba.ttu.edu)

For a complete list of student organizations within the Rawls College of Business, visit [studentorgs.ba.ttu.edu](http://studentorgs.ba.ttu.edu).



TEXAS TECH UNIVERSITY

Rawls College of Business™

Undergraduate Services Center | [undergrad.ba.ttu.edu](http://undergrad.ba.ttu.edu)  
806.742.3171 | [ba\\_undergrad@ttu.edu](mailto:ba_undergrad@ttu.edu)

# SAMPLE COURSE CURRICULUM

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## 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

## International Commerce

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

## Marketing Research Analysis

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

## Consumer Behavior

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

## Personal Selling

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

## Brand Management

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

## Marketing Strategy

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

## Sales Management

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

## 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

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## RAWLS COLLEGE OF BUSINESS AND TEXAS TECH UNIVERSITY RESOURCES

### Texas Tech University

- Admissions | [www.admissions.ttu.edu](http://www.admissions.ttu.edu)
- Financial Aid | [www.financialaid.ttu.edu](http://www.financialaid.ttu.edu)
- Scholarships | [www.scholarships.ttu.edu](http://www.scholarships.ttu.edu)

### Rawls College of Business

- Career Management Center | [www.rawlscmc.com](http://www.rawlscmc.com)
- Area of Marketing | [marketing.ba.ttu.edu](http://marketing.ba.ttu.edu)
- Georgie G. Snyder Communication Skills Center | [comskillscenter.ba.ttu.edu](http://comskillscenter.ba.ttu.edu)
- Undergraduate Services Center | [undergrad.ba.ttu.edu](http://undergrad.ba.ttu.edu)

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