**EXPLORING BUSINESS MAJORS**

**MARKETING**

*Degree: Bachelor of Business Administration in Marketing*

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**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.*

*Dependent on market conditions and number of graduates*

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**COMPANIES THAT HIRE RAWLS GRADUATES**

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

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**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

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**MARKETING STUDENT ORGANIZATION**

- Tech Marketing Association (TMA) | tma.ba.ttu.edu

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

**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

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

**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

**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

**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](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)

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.