



**DEPARTMENT OF**



**MARKETING**



Fogelman College  
of Business & Economics



# YOUR MAJOR. YOUR CAREER.

# MAJOR DECISION

## SELECTING MARKETING AS YOUR MAJOR

Perhaps you tune into the Super Bowl with as much excitement to watch the commercials as the game. Maybe you intuitively rack up social media followers. Or, it may be that you're analytical, strategic, creative person that expresses your ideas clearly and can embrace the big picture. If these traits speak to you, then consider choosing marketing as your major.

Marketing majors dig deep into consumer behavior and effective marketing strategies, while gaining a broad understanding of business fundamentals that apply to many industries. You'll learn various facets of marketing, including marketing communications, digital and social media strategy, marketing analytics, sales and account management and brand management.

## A CAREER IN DEMAND

In a world that's changing dramatically, businesses need professionals who are creative and adaptable problem solvers. A degree in marketing gives you precisely those tools by preparing you to be a strategic thinker — one who's valuable to any industry, business or not-for-profit. And because marketing, brand strategy and sales are essential to any organization — from products and services to fundraising — marketing professionals are always in demand.

## MARKETING RANKS HIGH AS DEGREE CHOICE & CAREER PATH



### 10%

**JOB GROWTH RATE**

2021-31

[bls.gov/ooh](https://www.bls.gov/ooh)



### \$135,030

**MEDIAN ANNUAL WAGE  
FOR MARKETING MANAGERS  
MAY 2021**

[bls.gov/ooh](https://www.bls.gov/ooh)



CAREER OPPORTUNITIES

Our marketing graduates have found fulfilling careers in product development, consumer research and promotion of goods and services, including the following positions:

- Advertising Account Executive
- Brand/Product Manager
- Business Entrepreneur
- Content Manager
- Digital Marketing Manager
- Market Research Manager
- Marketing Analyst
- Marketing Communications Manager
- Marketing Consultant
- Marketing Manager
- Merchandising Manager
- Promotions Manager
- Retail Manager
- Sales Manager
- Social Media Manager

UofM GLOBAL BOASTS

RANKED BEST ONLINE BACHELOR’S IN MARKETING

#6

OnlineCourseReport.com

#10

BestValueSchools.org

#10

TheBestSchools.org

#13

GreatValueColleges.net

#14

Learn.org

#25

TheBestSchools.org

RANKED BEST VALUE/AFFORDABILITY

#25

Most Affordable Online Bachelor’s in Marketing  
TheBestSchools.org

#34

Top Value Online Bachelor’s in Marketing  
AffordableSchools.net

FROM CLASSROOM TO CAREER

Marketing majors at FCBE have unique access to professional and community opportunities to gain real-world experience and enhance job prospects.

Student Marketing Association (SMA)

The student chapter of the American Marketing Association (AMA) presents guest speakers, as well as recruiting and networking opportunities.

Memphis Institute for Leadership Education (MILE)

Available to all FCBE majors, this program pairs select, top students with local business and organizational leaders who serve as mentors.

Center For Workplace Diversity and Inclusion (CWDI)

The CWDI serves as a resource for members of the University and the Memphis business community to address racism, injustice and inequality in our society with a mission to enact change, promote racial equity and end discrimination. [cwdi@memphis.edu](mailto:cwdi@memphis.edu)

Internships

Secure internships with major companies through the Marketing and Supply Chain Management (MSCM) Internship Program, the Fogelman Internship Network (FIN) and the Center for Professional Career Development (CPCD). The CPCD also offers business etiquette, ethics, resume building, mock interviewing and career counseling, as well as internship and career fairs held in spring and fall.

Study Abroad

For an immersive cultural experience, Marketing students may attend international programs through FCBE. [tigersabroad@memphis.edu](mailto:tigersabroad@memphis.edu)

## OUR FACULTY

Comprised of educators and career professionals, our distinguished faculty bring diverse areas of expertise to their classrooms, their teaching, research, consulting and outreach activities and their published research. They tout prominent advertising strategy, consumer behavior, retailing, sales, social media marketing, services marketing and sustainability.

## SCHOLARSHIPS

FCBE offers approximately \$450,000 in scholarships, including a limited number of departmental scholarships available to marketing majors.

## CONSUMER NEURO-INSIGHTS RESEARCH LAB

FCBE students may conduct research studies using such technologies as eye-tracking, automated facial expression recognition, galvanic skin response, pupillometry, heart rate, EEG and implicit association testing.

## ONLINE ON YOUR TIME

Earn your BBA online through UofM Global. Classes are designed to suit your busy schedule. It's an affordable option, with payment plans and scholarships available.

- AACSB Accredited
- Online Tutoring
- Advising & Career Services
- World-Class Professors



### Dr. Ernest Nichols

Interim Chair and Associate Professor  
Department of Marketing & Supply Chain Management  
enichols@memphis.edu



## TIGER TALE STUDENT SPOTLIGHT

**Haylee Spray**  
BBA Marketing Management '23  
Women's Soccer

“The world of marketing has so many opportunities and room for growth, which excites me. I have a passion for designing and organizing, so I thought there was no better way than to utilize my skills than through a marketing degree.”



Department of Marketing  
& Supply Chain Management

302 Fogelman Administration Building  
Memphis, TN 38111 | 901.678.2667  
[memphis.edu/mscm](http://memphis.edu/mscm)