



FOGELMAN COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF **MARKETING**



THE UNIVERSITY OF
MEMPHIS

Department of Marketing

Are you energized by connecting with people and helping them make informed decisions about the products and services they choose? Are you a natural influencer? Does the idea of combining creativity with data-driven strategy excite you? If so, marketing is a terrific choice for your major.

Our marketing majors dig deep into consumer behavior and innovative marketing strategies while gaining a broad understanding of business fundamentals that apply to all industries. With this degree, you'll learn core facets of marketing, including marketing communications, digital and social media strategy, marketing analytics, sales and account management and brand management.

A marketing degree offers engaging, fast-paced and impactful career opportunities that are necessary to any industry including, but not limited to, major corporations, entrepreneurial startups and nonprofits.

ACADEMIC OFFERINGS

Bachelor in Business Administration (BBA) | Marketing

- **Minors** (*available to business majors and non-business majors*)
 - Marketing
 - Professional Selling
 - Social Media Marketing

Doctor of Philosophy (PhD) in Business Administration | Marketing

STUDENT RESOURCES

CONSUMER NEURO-INSIGHTS RESEARCH LAB (C-NRL)

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.

AMERICAN MARKETING ASSOCIATION (AMA)

The AMA Chapter is dedicated to empowering students throughout their marketing journey. Student marketers learn, grow and connect through speakers, events and networking opportunities that promote education and marketing excellence.



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 will provide you with the tools you need to become a strategic thinker. And because marketing communications, brand strategy and sales are essential to any organization, marketing professionals are always in high demand.

CAREER OPPORTUNITIES

Our marketing graduates have secured fulfilling, dynamic and well-compensated positions including, but not limited to:

- Advertising Account Executive
- Brand/Product Manager
- Business Entrepreneur
- Content Manager
- Creative Director
- 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

FAST FACTS

24:1

Student-to-Faculty Ratio

**Department of Marketing*

6%

JOB GROWTH RATE (2024-34)

bls.gov/ooh

\$156,660

MEDIAN SALARY FOR MARKETING MANAGERS (2024)

bls.gov/ooh



THE UNIVERSITY OF
MEMPHIS

Department of Marketing

Fogelman College of Business and Economics | Department of Marketing
fcbe@memphis.edu | 901.678.2667

SCAN TO VISIT
memphis.edu/mscm

