Marketing is a critical need for businesses, here and across the world. Careers in marketing involve a large variety of activities using a range of different skills and talents. Those who want to emphasize their creativity may enjoy the promotional aspects of marketing including personal selling, advertising and marketing strategy. Others whose abilities are more quantitative may prefer pricing, distribution and marketing research.

According to the U.S. Bureau of Labor Statistics, the job growth for market research analysts and marketing specialists has been predicted to increase by 32 percent between 2012-2022. This is considered to be much faster than the average employment growth compared to other occupations.

The AACSB-accredited BBA in Marketing is designed to allow students the freedom to hone their individual skills and talents in marketing while also providing the broader marketing fundamentals needed for a wide range of careers in marketing.

Wherever students’ interests lie, there are careers in marketing to match. In addition to the vast array of jobs in the private sector, students interested in working in governmental agencies and nonprofit organizations will find that marketing majors are sought by these employers as well.

The Marketing BBA is a 120-credit-hour program comprised of 42 hours of Common Core Requirements, 48 hours of Business Core Requirements, and 30 hours of Marketing Major Requirements.

All of the BBA programs of the College of Business are accredited by the Association to Advance Collegiate Schools of Business-International.
Career Options

A Bachelor of Business Administration in Marketing prepares students for a variety of careers. Here are just a few:

- Marketing Analyst
- Marketing Assistant
- Marketing Specialist
- Retail Manager
- Marketing Account Executive
- Marketing Sales Representative
- Business Development Representative

For more information, visit uhd.edu/admissions