

MARKETING



Bachelor of Business Administration in Marketing

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.

About the Program

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.

Getting Started

1. **Apply for Admissions**
applytexas.org
2. **Apply for Financial Aid**
fafsa.ed.gov
3. **Fulfill Testing Requirements**
uhd.edu/testing
4. **Get Advised and Register**
uhd.edu/academics/advising
5. **Pay for Classes**
uhd.edu/cashiers
6. **Prepare for Class**

For more information, visit:
uhd.edu/admissions

Median Salary

According to the U.S. Department of Labor Bureau of Labor Statistics (BLS), the average salary in Texas of a Retail Manager is **\$60,530**; Market Research Analyst is **\$62,560**; and Marketing Specialist is **\$69,290**.

Earn Your Degree

- Downtown
- Northwest
- Online

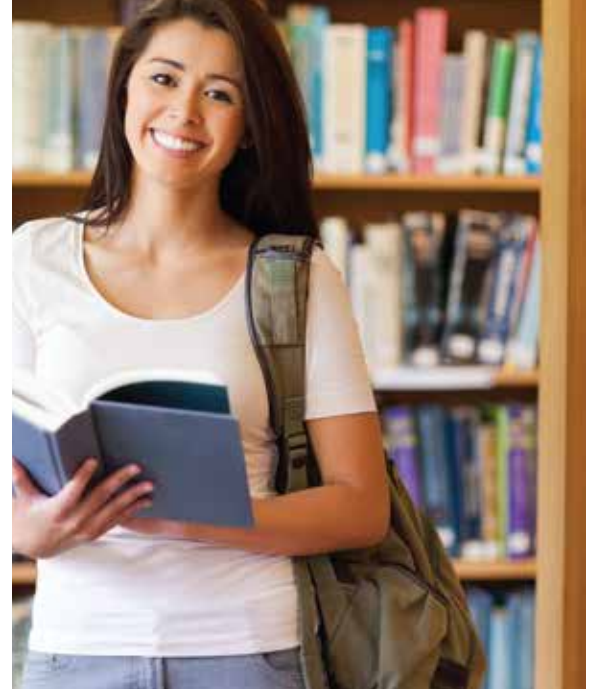
Contact

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Marilyn Davies College of Business
713-222-5382
uhd.edu/marketing

Affiliated Student Organizations

Beta Gamma Sigma is the national business honorary society recognized by AACSB-International. Its mission is to encourage and honor academic achievement and personal excellence in the study and practice of business. Each year, the UHD Chapter invites juniors and seniors who rank in the top 10 percent of their class, to join.

Business Administration Council (BAC) is a unique student-operated organization, managed by motivated business students working to build and grow the University of Houston-Downtown Northwest location and its professional networks. BAC is managed by a Board of Directors with UHD's BAC Advisor serving as CEO. The Board supports and manages various business disciplines, including: supply chain management; finance/accounting; human resources; marketing; public relations, and social media. Students who join BAC will also have the opportunity to learn Lean Six Sigma D.M.A.I.C. model. For more information, contact Carol Brace at bracec@uhd.edu.



American Marketing Association (AMA) Houston-UHD Chapter is the premier professional marketing organization; and the Houston chapter is currently the nation's largest. UHD students, who are AMA collegiate members, have the opportunity to put classroom theory to practice—strengthening marketing knowledge and practical experience through professional development events, social networking activities, and community service projects.

Career Options

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

