

What can I do with a degree in...

# MARKETING?

## Why study **MARKETING?**

The mission of the Professional Selling and Marketing program is to promote excellence in fields of marketing and professional selling and move Western Carolina University to the forefront in marketing education and training. We adhere to producing distinctive graduates with outstanding leadership potential through a curriculum emphasizing active learning involving academic studies enhanced by practical experience gained from engagement opportunities with businesses, and economic and community development agencies in the region and beyond. Our curriculum incorporates the core values of integrity, strong ethical values, an appreciation for diversity, intellectual vitality, and a passion for excellence.

The market for highly trained and skilled sales persons and sales managers is strong and continually growing this specialization serves the needs of students interested in sales and sales management as a potential career opportunity.

## What is the **DEGREE OPTION?**

### **Bachelor of Science in Business Administration (B.S.B.A.) in Marketing**

*NOTE: Students may choose to earn dual degrees in Marketing and Entrepreneurship; Marketing and Management; or Marketing and Sport Management. Students may also minor in Marketing. Any of the minors in the College of Business would complement your degree in Marketing. WCU also offers a Master of Business Administration (M.B.A.) degree.*

## What is the **UNDERGRADUATE ADMISSION**



## **PROCESS?**

Any currently enrolled student at WCU may declare Sales and Marketing as an undergraduate major. Please make an appointment with your advisor via your MyWCU student portal.

## What **JOBS ARE AVAILABLE?**

Our graduates are prepared to become a variety of professionals including account managers, advertising sales representatives, brand associates and managers, insurance sales agents, business consultants, market research analysts, marketing managers, retail buyers, promotions specialists, purchasing manager, retail sales person, store managers, sales supervisor, and more. *NOTE: Advanced degrees may be required for some of the above careers. Please speak with an advisor or career counselor for more information.*

## Who employs **MARKETING** graduates?

Our Business Ready® graduates work for a variety of employers including private advertising and marketing firms, non-profit organization, federal, state and local government agencies, businesses and industries, hospitals and health organizations, and banks and other financial organizations. Graduates may contact the Center for Career and Professional Development with assistance in job searching.

# MAJOR MAP

**How to use this map:** Review the four categories and suggestions of activities and when you should consider engaging in them. Remember, these are just suggestions! There is a fillable space for you to add in any other ideas you have to set yourself up for success in life after college.

## Looking for a minor? Consider these options:

- Business Administration and Law
- Finance
- Economics
- Entrepreneurship
- Global Business Management
- Sport Management

### 1st YEAR

### 2nd YEAR

### 3rd YEAR

### 4th YEAR

#### EXCEL IN ACADEMICS

Coursework your first year will focus on foundational classes within the liberal studies catalog as well as business core requirements. Check out the [8-semester plan for your major](#) and make an appointment with your advisor.

The second year continues with additional liberal studies requirements as well as marketing classes. Check out the [8-semester plan for your major](#) and make an appointment with your advisor.

Courses in your third year will focus heavily on upper-level marketing and business core requirements. Students also complete electives within their major. Check out the [8-semester plan for your major](#) and make an appointment with your advisor.

Courses in your final year will continue to focus on upper-level marketing and business-related topics. Check out the [8-semester plan for your major](#), make an appointment with your advisor, complete your degree audit, and [apply for graduation!](#)

#### GET HANDS-ON EXPERIENCE

Check out [WCU's DegreePlus program](#) and choose which events in any of the four categories you want to attend. Categories include: Professionalism, Teamwork, Leadership, or Cultural Responsiveness.

See what on-campus employment opportunities are available by logging in to [JobCat](#) via your MyWCU.

Consider joining clubs or organizations related to your major such as Beta Gamma, the international business honor society.

If you are thinking about attending a graduate school, start engaging in hands-on experiences required in graduate school admissions.

Engage deeper with [DegreePlus](#); choose an additional competency to complete.

Complete an internship that will give you practical hands-on experience in your field. Contact the CCPD for help in your internship search.

Consider networking with professionals in your field. [American Marketing Association](#) has numerous networking events and professional development opportunities listed as does the [National Association of Sales Professionals](#).

Investigate requirements for full-time jobs or graduate school admissions. Assess what skills or experiences you're lacking and invest time in seeking additional opportunities such as certification programs, classes, or professional development workshops during your last year to fill that gap. Connect with your faculty advisor or career counselor.

#### BE PART OF THE COMMUNITY

Connect with the [Center for Community Engagement and Service Learning](#) and ask about the [Spark Award](#), a program aimed to encourage and recognize students who are connected with their community.

Develop deeper relationships with the organizations for which you volunteer. Ask for special projects or responsibilities that you can highlight on a resume.

If you want to [study abroad](#), this is a good year to have that experience. The Study Abroad Office has excellent suggestions on places to go to your major specifically.

Volunteer with nonprofits that focus on your ideal career path.

Connect with alumni in your field through [LinkedIn](#)

Join professional organizations such as the [American Marketing Association](#), [National Association of Sales Professionals](#), or the [Internet Marketing Association](#).

Network with employers and non-profits at the annual Career Fair Plus event, held each October and February.

#### PREPARE FOR LIFE AFTER COLLEGE

Further explore your career options or career interests using the [Center for Career and Professional Development's](#) online resources, [Focus 2](#), and [Onet Online](#).

Connect with a career counselor early on to explore opportunities and experiences you can do while in college to further develop your professional resume.

Check out [CCPD's list of career-building activities](#) and participate in an activity this year, such as attending Career Fair Plus.

Start a spreadsheet of graduate schools you wish to apply to in a few years; label your spreadsheet with each school's admission requirements and application materials so that you are aware of the expectations.

Visit the CCPD to hone your professional resume and cover letter (Make an appointment through MyWCU)

Utilize the [Writing and Learning Commons](#) for GRE, and other professional exam preparation sessions. Take the GRE, etc. Use [Big Interview](#) to learn more about professional interviews.

Schedule a visit to tour graduate schools of your choice, if applicable.

Apply to graduate schools, if applicable.

Look for and apply for jobs between 4 and 6 months before graduation.

Polish your resume, cover letter, and interview skills by visiting the [CCPD](#).

Internships are still the number-one educational experience employers look for in a recent college graduate resume. (Chronicle of Higher Education's study on 50,000 employers)

## DID YOU KNOW?

# MORE INFORMATION

## **INTERNSHIP** Information

There are numerous internship opportunities for students. In some cases internships are established through a faculty member in the student's major. Oftentimes students find part-time jobs in an area related to their field of study. When this happens, students should discuss with their academic adviser the possibility of receiving college credit. Generally, three hours of general elective credit can be earned for a minimum of 200 hours of experience.

## **SKILLS LEARNED** in the classroom

The core competencies will center on developing skills, knowledge, and attitudes such as:

- critical thinking
- oral and written communication
- analytical and quantitative abilities
- problem solving
- key marketing concepts and principles
- teamwork
- working independently
- leadership

## **KNOWLEDGE** Base

This program will prepare students to:

- think critically in problem solving activities and apply the marketing theories and strategies learned throughout their marketing coursework and program.
- Use knowledge of key marketing concepts and principles
- make ethical decisions and understand the importance of social responsibility in business.
- understand global business and the importance of an appreciation and knowledge of cultural differences and similarities in the multicultural global business environment.

## Professional **RESOURCES**

- Advertising Research Foundation: [theart.org](http://theart.org)
- American Association of Advertising Agencies: [aaaa.org](http://aaaa.org)
- American Marketing Association: [ama.org](http://ama.org)
- Internet Marketing Association: [imanetwork.org](http://imanetwork.org)
- Market Research Association: [marketingresearch.org](http://marketingresearch.org)
- National Association of Sales Professionals: [nasp.com](http://nasp.com)
- National Sales Network: [salesnetwork.org](http://salesnetwork.org)

## **QUESTIONS?**

For questions, please call the Marketing program at 828-227-7412 or visit [marketing.wcu.edu](http://marketing.wcu.edu).

To schedule an appointment with a career counselor, contact the Center for Career and Professional Development, 828-227-7133 or [careerservices@wcu.edu](mailto:careerservices@wcu.edu).