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B.B.A. in Marketing

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A dynamic field; diverse opportunities

The study of marketing prepares students for a variety of career paths in areas such as advertising, international marketing, sales management, retailing, promotions, product development, and marketing research. Because of the importance and high visibility of marketing professions, many marketing professionals rise to the highest ranks in their companies and organizations. From the creative side of business to the quantitative side, there is something for everyone in Marketing.



St. Bonaventure marketing graduates are working for a wide range of organizations, such as advertising agencies, national corporations and retail stores, banks, life insurance companies, higher education

institutions, federal agencies, and consumer product organizations.



Many of our graduates are also working in the exciting realm of sports marketing. Our graduates have gained admission to some of the premier graduate schools in the country.

Making the Pitch

The marketing program includes a capstone course in advertising called American



Advertising Federation, which engages students in creating a national advertising campaign that they present at the national AAF competition annually in New York City. AAF students have presented campaigns to JCPenney, CocaCola, and AOL, among others. You can check out some of the campaigns our students have presented at www.sbu.edu/aaf.

Curriculum

Marketing majors pursue a curriculum that emphasizes initial exposure to the liberal arts and foundational business courses, known as “the business core,” during the freshman and sophomore years. The business core includes courses in marketing, organizational behavior, quantitative analysis, economics, finance, business law, and accounting.

During the junior and senior years, students focus more specifically on marketing coursework.

Marketing courses include:

- consumer behavior;
- advertising;
- marketing research; and
- a capstone course where students prepare a marketing plan for a client.

Elective course options include International Marketing, Sports Marketing, Internet Marketing, Music Marketing, Product Development, American Advertising Federation, and Sales Management/Personal Selling.

Internships

Marketing majors complete a 150-hour, 3-credit marketing internship. The internship, which provides real-world experience and an opportunity for students to apply what they have learned in the classroom, can be completed on or off campus. The School’s Internship and Career Development Director assists students as they pursue internship opportunities.

According to the U.S. Bureau of Labor Statistics, employment opportunities in marketing careers will increase much faster than other disciplines.