

Marketing | Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with a First Year Advisor to develop your academic planning. Explore the McCoy College Success Center and identify your support services. Take advantage of the Student Learning Assistance Center (Tutoring). Join the Business Living and Learning Community to live near and learn with peers.	Visit the CenturyLink Academic Advising Center at the McCoy College of Business for guidance toward successful degree completion, resources and assistance in achieving academic, personal, and professional goals. Explore the Center for Professional Sales to find out if a career in sales is right for you. Explore external scholarship opportunities such as the Fulbright Scholarship to take your expertise to unique locations abroad. Share your knowledge as a Peer Mentor or Tutor at SLAC. Meet with a faculty mentor to select an undergraduate research opportunity.	Meet with a faculty mentor or peer advisor. Complete a capstone project related to major. Complement your degree with a micro credential. Explore next steps including a potential McCoy graduate degree.
EXPAND your personal and social development	Attend the McCoy College Welcome Celebration during your first fall semester. Join a marketing-related student organization or search the Bobcat Organization Hub. Attend Education Abroad and Study in America information sessions to plan a future opportunity to have a global or intercultural experience. Locate courses that include Service-Learning Excellence and consider enrollment.	Take on a leadership role by applying to become a member of the Student Business Council to help fellow students. Meet with an advisor in Education Abroad or Study in America to explore financial aid options. Consider McCoy's specially tailored Global Education programs including several faculty-led and affiliated provider summer program options. Expand your leadership skills through Student Involvement's Leadership & Service programming and workshops.	Be sure to include Business Leadership Week this year to capture professional insights and opportunities. Consult faculty for direction on connecting with the TXST Small Business Development Center to gain an opportunity to work directly with businesses and obtain practical experience and insights into the challenges and opportunities of running a company. Attend a Student Government Senate meeting to contribute to your fellow students and your own student experience.
ENRICH your practical competence	Visit TXST One Stop for McCoy and other scholarship opportunities and more. Attend Business Leadership Week each spring. Learn the details to build your resume and grow professionally with the McCoy Ready Program. Attend an IDEA Center workshop to learn more about undergraduate research.	Learn the marketing major internship policies before participating. During your junior and senior year, take advantage of the McCoy Mentoring program specially designed to pair you with a seasoned business professional. Participate in a Leadership activity or hold a leadership role in a student organization through Student Involvement. Discover Global Online Learning Experiences for courses with culturally dynamic perspectives. Apply for one of the leadership development programs, Relational Values or Emerging Leaders, offered by the McCoy Student Success Center.	Join a professional organization in your major or passion. Attend a conference related to your major (get recommendations from a faculty) or your student organization. Deliver a presentation in a student conference, workshop, seminar or community organization. Learn about Global Career Accelerator options that give you experience with global companies and in-demand tech skills.
ELEVATE your career and professional life	Create your LinkedIn profile and connect with colleagues and leaders. Download the Suitable app to identify engagement opportunities and track your participation as part of the McCoy Ready Program. Develop and review your resume with Career Services. Create your Handshake profile. Complete your Career Assessments, such as Focus2	Connect with the Department of Marketing Page on LinkedIn. Build Career & Graduate School Fairs into your schedule to ensure your connection maximum opportunities. Join Employer Information Sessions at Career Services or your department. Prepare to ace your job interviews with Career Services or your academic department. Develop an internship plan with Career Services or your academic department.	Develop a full-time employment or graduate school plan with Career Services. Complete your First Destination Survey to share your post-graduation plans. Identify faculty and professional references.

OUTCOMES

Marketable Skills

Think critically

Analyze and solve problems

Communicate clearly and effectively

Collect, analyze, and interpret marketing data

Develop customer centric marketing programs

Develop marketing plans

[See more marketable skills for this major](#)

Career Opportunities

Account executive

Marketing manager

Market research analyst

Marketing or communications coordinator

Marketing strategist

Social media marketing strategist

Digital marketing analyst

Experiences in Marketing

The bachelor of business administration (BBA) in marketing prepares students in product development, market research, management, brand building, strategizing and other elements of marketing. In cooperation with the McCoy College Student Success Center, marketing students may participate in professional development workshops, learn from guest speakers, develop a professional community at networking events, compete in student competitions, or join any of three student marketing organizations including the American Marketing Association (AMA), American Advertising Federation (AAF) or Entrepreneurial Innovators Group (EIG) for a well-rounded experience. The marketing program offers a concentration in sales. The center for professional sales, which oversees the sales concentration within the marketing program has been voted number one worldwide by the National Sales Center Alliance.