



Marketing

College of Business Administration

“For every store window you browse, Web site banner you click on, or TV commercial you watch, there’s someone behind the scenes who’s manipulated these media in an attempt to win your business”¹

The Marketing faculty at UW-La Crosse considers the educational, personal, and professional development of marketing students to be their number one priority. The Marketing department is dedicated to providing, for all majors, an in-depth understanding of marketing activity, in both domestic and international settings. Graduates are prepared to enter a variety of marketing related positions upon graduation. Students in this major are presented with opportunities to more fully develop and explore their specific marketing and career interests while progressing through their course work.

Undergraduate Program

Major: Marketing

Department Features

The Marketing degree at UW-La Crosse requires a total of 24 hours of course work, beyond the Principles of Marketing level. Of the eight courses required, seven provide both breadth and depth of student understanding of the marketing function within world economies. These courses include: Buyer Behavior, Market Research, International Marketing, Promotions and Advertising Management, Industrial Marketing and Logistics, Personal Selling and Sales Management, and Marketing Management. The eighth course, the Senior Seminar, allows for students to more fully develop a personal research agenda in an area of marketing selected by the individual student.

Career Opportunities

Entry Level

- Advertising
- Copywriter
- Customer Relations Specialist
- Direct Marketing Analyst
- Entrepreneur
- Industrial Marketing
- International Marketing Specialist
- Manufacturers’ Representative
- Market Research Analyst
- Media Planner
- Merchandise Manager
- Packaging Designer
- Promotions Manager
- Public Relations Specialist
- Purchasing Specialist
- Retail Buyer
- Retail Store Manager
- Sales Consultant

Long Term Career Development

- Account Manager
- Advertising
- Brand Manager
- Distribution/Logistics Manager
- Field Supervisor
- Industrial Marketing
- Inventory Control Manager
- Market Research
- Political Consultant
- Product Manager
- Production Manager
- Sales Manager

Occupational Outlook

Marketing offers challenge, stimulating problems, work with people, and unlimited advancement opportunities. Marketing is a broad field with a variety of tasks involving the analysis, planning, implementation, and control of programs. More specific job positions include: advertising, brand and product management, customer affairs, industrial marketing, international marketing, marketing research/marketing information systems, new product planning, physical distribution, public relations, purchasing, retail and sales management. Positions are available in all types and sizes of institutions.

According to the Occupational Outlook Handbook, employment of advertising, marketing, promotions, public relations and sales managers is expected to increase by 13 percent through 2018. “Job growth will be spurred by competition for a growing number of goods and services, both foreign and domestic, and the need to make one’s product or service stand out.” In addition, as the influence of social media, the Internet and advertising via wireless devices changes the promotional landscape, marketing professionals will need to develop new and innovative

¹ Beyer, Gregory, “A Career in Marketing/Advertising,” Wall Street Journal, September 13, 2010, www.online.wsj.com.

² Occupational Outlook Handbook, 2010-2011

ways to advertise and promote products and services to better reach desired market segments. College graduates with business or internship experience, strong communication and computer skills, combined with creativity, will have the best job opportunities.

Positions in marketing provide excellent training because of the knowledge of products and consumers gained in these jobs. Due to their importance and high visibility, managers in marketing positions often are prime candidates for advancement to the highest levels in an organization².

Job Titles of Graduates

- Account Manager
- Activities Coordinator
- Advertising Manager
- Contract Manager
- Copywriter
- Customer Services
- Insurance Claims Adjuster
- International Marketing Manager
- Loan Manager
- Marine Sales Manager
- Market Analyst
- Media Planner
- Promotions Manager
- Public Relations Specialist
- Purchasing Agent
- Retail Buyer
- Sales Manager
- Sales Representative
- Scheduling Analyst

Professional Associations

American Marketing Association

The American Marketing Association (AMA), affiliated with the national level AMA, gives students an opportunity to meet and work with their student colleagues on a variety of marketing related activities. Membership in the AMA as a student allows the graduate to continue the affiliation with the national organization.

Marketing Department

316 Wimberly Hall

(608) 785-8118

www.uwlax.edu/ba/mkt/

¹ Beyer, Gregory, "A Career in Marketing/Advertising," Wall Street Journal, September 13, 2010, www.online.wsj.com.

² Occupational Outlook Handbook, 2010-2011