



Marketing

College of Business Administration

The Marketing faculty at UW-La Crosse considers the professional, personal, and educational development of marketing students to be their number one priority. All faculty members are advisers to marketing majors and to student organizations on campus. Students are encouraged to talk to their advisers often. The interaction of students and faculty plays an important part in the development of each individual's personal and professional skills.

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 Response 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
- Retailing
- Sales Consultant

Long Term Career Development

- Account Manager
- Advertising
- Brand Manager
- Distribution and Logistics Manager
- Field Supervisor
- Industrial Marketing
- Inventory Control Manager
- Market Research
- Political Consultant
- Product Manager
- Production Manager
- Sales Manager
- Traffic 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. Positions are available in all types and sizes of institutions. Entry and higher-level marketing opportunities and steps to follow in selecting a career path are outlined in the following section.

Between one-fourth and one-third of the civilian labor force is employed in marketing-related positions. Positions in marketing are excellent training for the highest levels in an organization because of the knowledge of products and consumers gained in these jobs. A recent profile of the Fortune 500 chief executives showed more CEOs with a background in marketing and distribution than any other career emphasis.

Starting salaries for marketing usually rank slightly below those for engineering and chemistry but are equal to or higher than those for economics, finance, accounting, general business, and the liberal arts. Marketing salaries usually increase faster than salaries for technically trained persons.

Marketing has attracted some individuals who have not traditionally considered this field.

One trend is the growing number of women entering marketing. Historically employed in the retail sector, women are now moving into all types of sales and marketing positions. Another trend is the growing acceptance of marketing by nonprofit organizations. Colleges, art organizations, libraries, and hospitals are increasingly applying marketing to their problems and hiring marketing directors to manage these activities.

Areas of marketing jobs 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 management, and sales management.

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 Marketing Department at UW-La Crosse is home to one of the campus's largest student organizations: the American Marketing Association (AMA). This organization, 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.

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