## Department Overview

Marketing includes designing new products, pricing, advertising and delivering products to customers. Marketing impacts every choice people make—the cereal they eat, the car they drive, and the cell phone they use. Marketing is everywhere and is a part of every organization. It has been for some time. In fact, UWL has offered a Marketing Major since 1968—that’s over 50 years!

The variety of career opportunities available upon graduation is impressive and is expected to grow due to increasing domestic and international competition; changes in technology such as social and mobile media; and increasing use of Big Data to understand customers and to measure success. Due to importance and high visibility, marketing managers often are prime candidates for advancement to the highest levels in an organization.

Marketing was the third largest UWL declared major in 2018, with over 500 Marketing majors.

Along with excellent faculty and a solid education, Marketing majors have ample opportunities to participate in experiential learning activities such as sales competitions, undergraduate research, internships, speakers and AMA conferences and case competitions.

The UWL Marketing Program was rated in the Top 1% of all such programs in the country; #1 in Wisconsin for “Best for the Money”; and #3 in value out of 402 U.S. programs by College Factual.¹

For additional information see: [https://www.uwlax.edu/marketing/](https://www.uwlax.edu/marketing/)

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### Undergraduate Programs

Major:
- Marketing

### Sample Courses

- Buyer Behavior
- Digital Marketing
- International Marketing
- Marketing Analytics
- Professional Selling
- Sustainable Marketing
- Market Research
- Marketing Management
- Integrated Marketing Communications
- Business Marketing & Distribution
- Applied Marketing & Advanced Research
- Sports & Recreation Marketing

### Professional Associations

**American Marketing Association**

The American Marketing Association is the premier professional organization for Marketers, providing information on “best practices and next practices”. The UW-L Student AMA Chapter is actively involved with the national association, regularly participating in competitions and attending the International Collegiate AMA Conference in New Orleans.

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View degree requirements: [www.uwlax.edu/catalog](http://www.uwlax.edu/catalog)
Department Features
Marketing faculty at UWL consider the educational, personal and professional development of marketing students to be their top priority. In 2019, as well as the two years prior, over half of the Marketing faculty were nominated by students for the Eagle Teaching Excellence Award. The Marketing degree at UWL requires 24 credits, made up of eight courses. Four required courses provide a broad understanding of marketing activities in both domestic and international settings. Four elective courses allow students to study specific areas of marketing more directly related to their career interests.

Significant learning also occurs outside the classroom through involvement in sales team, study abroad opportunities, undergraduate research, and our award winning student organizations.

STUDENT ORGANIZATIONS
- **American Marketing Association** - Membership in the UWL Collegiate Chapter of the American Marketing Association provides professional development and experiential learning opportunities, such as speakers from companies like Adidas and Pepsi, sales and case competitions, and regional & national conferences, which help students to apply theory to practice, develop leadership skills, and prepare for their careers.
  UWL's AMA Chapter is a Top 25 International Chapter (2017); is ranked 5th in Active Member Size (2018) and placed 3rd in the AMA International Case Competition (2019), sponsored by the Wall Street Journal.

- **Eagle Sales Club** - Starting in 2019, Marketing students formed an Eagle Sales Club, which will sponsor activities specifically related to careers in professional sales.

**MARKETING IN LONDON**
The Marketing Department offers a faculty-led International Marketing Program in London for four weeks each summer. In the program, students conduct research to explore similarities and differences in the cultural and business environments of the US and UK, then utilize that research to develop a comprehensive international marketing plan for a product. In addition to six credits of upper level marketing coursework, students have the opportunity to meet several marketing and advertising professionals in London, tour companies, confer with professionals from the U.S. Commercial Service at the U.S. Embassy, and tour many of London’s cultural and historic markets and landmarks.

**UNDERGRADUATE RESEARCH**
Under the guidance of Marketing faculty members, marketing students have recently had the opportunity to present their research at the UWL Celebration of Research and Creativity; the UW System Symposium for Research and Creativity held in Green Bay; and, at the highly competitive and prestigious National Conference for Undergraduate Research (NCUR).

**UWL EAGLE SALES COMPETITION**
In 2014, UWL hosted its first annual Eagle Sales Competition on campus, providing marketing majors with the opportunity to practice their sales skills and get feedback directly from industry professionals. This competition has become an annual tradition, with winners of the UWL Eagle Sales Competition advancing to the Twin Cities Collegiate Sales Team Competition and the Great Northwoods Sales Competition, competing with students from other universities across the country.
Marketing is a broad discipline offering a wide variety of career opportunities after graduation. Positions are expected to grow by 10 percent through 2026. The median average salary for Advertising, Promotions and Marketing Managers in May of 2018 was $132,620.2

**MARKETING OCCUPATIONS**

**Advertising & Promotions**
- Advertising Account Manager
- Art Director
- Copywriter
- Graphic Designer
- Media Buyer
- Packaging Designer
- Sales Promotions Manager
- Public Relations Director

**Digital Marketing**
- Digital Marketing Analyst
- Digital Content Manager
- Social Media Coordinator
- Website Designer

**Marketing Management**
- Product or Brand Manager
- New Product Manager
- International Marketing Manager
- Distribution Manager
- Logistics Analyst
- Pricing Analyst

**Market Research**
- Account Manager
- Project Director
- Research Analyst

**Retail & Retail Management**
- Retail Analyst
- Buyer
- Store Manager

**Sales & Sales Management**
- B2B Sales Representative
- Sales Manager

**Occupational Outlook**

Marketing is a broad field with a variety of tasks involving the analysis, planning, implementation, and control of programs. Marketing positions offer challenging and stimulating problems, opportunities to work in a team environment, and unlimited advancement opportunities in all types and sizes of institutions. 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.

According to the Occupational Outlook Handbook, employment of advertising, marketing, promotions, public relations and sales managers is expected to increase faster than average through 2026.2

“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 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.3

Positions in marketing require knowledge of products and consumers, providing excellent training for advancement opportunities.

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3 Occupational Outlook Handbook, 2010-2011