

WHAT CAN I DO WITH A MARKETING DEGREE?

Marketing is the only outward-facing function in a business, serving as the critical link between consumers and organizations by translating customer needs into strategic decisions and value creation. According to the U.S. Bureau of Labor Statistics (2025), employment of advertising, promotions, and marketing managers is projected to grow 6% from 2024 to 2034, faster than average. Labor market data indicates strong demand in marketing analytics, product marketing, and digital marketing as organizations seek professionals who can leverage data and technology to drive results. U.S. News & World Report ranks marketing manager among the top business careers based on salary potential, job growth, and career outlook (2024).

MARKETING AT SRU

SRU's Marketing program develops the strategic, analytical, and practical skills needed to become an ethical, effective marketing professional. Grounded in core business disciplines, students learn to anticipate customer needs, develop strategies across product, pricing, promotion, and distribution, and use data, analytics, and AI to optimize marketing decisions.

WHY CHOOSE SRU MARKETING?

- 1. Small class sizes:** Via small class sizes faculty members are available to answer your questions and guide you to success. Every undergraduate is assigned an academic adviser to guide you through your program of study and decisions about educational and career goals.
- 2. Experiential learning:** Build career-ready skills through simulations, case studies, consulting projects, research, service-learning, professional organizations, and other hands-on experiences. SRU's AMA chapter placed third out of 100 teams in the 2025 AMA case competition, and external stakeholders regularly evaluate the program to ensure graduates are career ready.
- 3. Experienced faculty:** Learn from full-time, doctoral-level faculty—not graduate assistants—who bring research and industry experience into the classroom and are active in the American Marketing Association (AMA) and Alpha Mu Alpha.
- 4. Career opportunities:** Our graduates work for a variety of industry leaders such as UPMC, PNC, BNY Mellon, Allegheny Health Network, Amazon, Highmark, and more.
- 5. Business school accreditation:** All degree programs within the School of Business are accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation obtained by only 6% of business schools globally. Accreditation means that our business programs meet or exceed the industry standards developed by experts in higher education.



MAJOR

Marketing (BSBA)

MINORS

Available to School of Business students:

- Human Resource Management
- Management
- Marketing
- Sustainable Management

Available to non-School of Business students:

- Business Administration
- Marketing

GRADUATE PROGRAM

- Marketing (BSBA) 4+1 Master of Business Administration (MBA)
- Master of Business Administration (MBA) (Marketing Concentration)

SlipperyRock
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of Higher Education

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INTERNSHIP OPPORTUNITIES

SRU Marketing students complete internships at various locations including:

- ADP
- Amazon
- BNY Mellon
- Coca Cola
- Enterprise
- Fastenal
- Highmark
- Mylan
- Northwestern Mutual
- Pepsico
- PNC
- Sherwin Williams
- Turkey Hill
- UPMC

CAREER OUTCOMES

Graduates have secured careers in the following areas:

- Project manager – ARMADA Supply Chain Solutions
- Marketing communications manager – PPG
- Underwriter for real estate banking – PNC Financial Services Group, Inc.
- Account manager – Polyconcept North America (PCNA)
- Business manager – Clinique
- Licensed insurance producer – ADP
- Associate marketing manager – PPG Industries
- Distributions unit team lead – BNY Mellon Wealth Management
- Director, business development, architectural, and design – Source Direct Imports

CLUBS AND ORGANIZATIONS

- American Marketing Association (AMA) – SRU Collegiate Chapter
- The Sales Club
- Women in Business (WIB)
- Alpha Kappa Psi: Professional Business Fraternity



ALUMNI SPOTLIGHT

Yasemin Grassl – SRU class of 2021 (BSBA), 2022 (MBA)

"My marketing professors were always willing to help me and truly showed a genuine interest in wanting me to succeed in my future career. Without the guidance of my professors and advisor at SRU and their extensive real-world knowledge and experience in the marketing industry, I would have never seen myself graduating with a well-paying marketing job that I feel passionate about along with a strong sense of self-confidence and security regarding my future."

Bella Serapiglia – SRU class of 2021 (BSBA), 2022 (MBA)

"My experience at Slippery Rock has truly been better than words! After transferring from another institution, I thought that would stop me from being able to make real connections with the faculty in the two years I had left of my undergrad. I couldn't have been more wrong. After one short year, I made lifelong relationships with my professors, even after online classes due to COVID-19. These relationships set me up to begin my MBA as an undergraduate student and be able to finish only one year after my bachelors. This experience with graduate level work prepared and pushed me to want to attend law school. After my time with the marketing and business faculty at SRU, I feel more than capable to become a successful corporate attorney."

ACADEMIC CONTACT:

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FOR MORE INFORMATION:

www.sru.edu/majors

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