

MARKETING

COLLEGE OF BUSINESS



MAJOR

- Marketing (BSBA)

MINORS

School of Business students:

- Human Resource Management
- Management
- Marketing
- Sustainable Management

Non-School of Business students:

- Business Administration
- Business Management: Pre-MBa

GRADUATE PROGRAM

- Master of Business Administration (MBA)

SlipperyRock
University

A member of Pennsylvania's State System
of Higher Education

EXPERIENCE THE DIFFERENCE

www.sru.edu

WHAT CAN I DO WITH A MARKETING DEGREE?

According to the 2019 LinkedIn Grads Guide to Getting Hired, marketing is one of the most versatile majors. According to the U.S. Bureau of Labor Statistics, overall employment of advertising, promotions, marketing managers is projected to grow 10 percent from 2020 to 2030. Graduates of our program are employed as selling team leaders, regional sales managers, brand and associate marketing managers, global marketing managers, communications managers, and more. Furthermore, US News and World Reports (2023) lists marketing management as one of the Top 15 jobs that employers seek to fill!

MARKETING AT SRU

Our program provides a strong set of skills for students to become successful, ethical, and effective marketing leaders. Students gain the marketing knowledge, skills and attitudes/abilities to excel in a marketing career along with a foundation of technical and practical business skills in management, MIS, accounting, finance, economics, and operations.

Besides the fundamentals of marketing, students learn practical skills that set them apart at both internships and entry-level positions. As a marketing student, you learn:

- How to anticipate and satisfy consumer needs and wants.
- Marketing research, product planning, pricing, promotion and distribution.
- Concepts, functions and institutions of marketing.
- Skills to analyze, formulate, and implement marketing policies.
- How to use data to make marketing mix decisions.
- Marketing analytics: data analysis and interpretation skills applied to market planning and strategy decisions.

WHY CHOOSE SRU MARKETING?

- 1. Small class sizes:** Small class sizes with faculty members that 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 help you make decisions about educational and career goals.
- 2. Experienced learning:** Students have a plethora of faculty-student engagement opportunities for experiential learning through simulations, case studies, and consulting projects with local business owners as well as student-faculty research, international experiences, service-learning, discipline-based clubs and organizations, student advisory boards, and entrepreneurial opportunities. External stakeholders continuously evaluate our program to ensure our graduates are career ready.
- 3. Experienced faculty:** Full-time faculty members with doctoral degrees in discipline teach you, not graduate assistants. Our faculty bring real-life examples, research and industry experience to enhance our learning. Marketing faculty are members of the American Marketing Association (AMA) and members of AMA's honorary society 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 and Honorary Society:** The School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB). Ten percent or fewer of marketing majors can join AACSB's Honorary Society - Beta Gamma Sigma - and AMA's Alpha Mu Alpha.

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 at ARMADA Supply Chain Solutions
- Marketing Communications Manager at PPG
- Underwriter for Real Estate Banking at PNC Financial Services Group, Inc.
- Account Manager at Polyconcept North America (PCNA)
- Business Manager at Clinique
- Licensed Insurance Producer at ADP
- Associate Marketing Manager at PPG Industries
- Distributions Unit, Team Lead at BNY Mellon Wealth Management
- Director, Business Development | Architectural & Design at Source Direct Imports

CLUBS AND ORGANIZATIONS

- Slippery Rock University's Collegiate Chapter of the American Marketing Association (AMA)
- Alpha Kappa Psi: Professional Business Fraternity
- Association for Supply Chain Management
- The Sales Club



ALUMNI SPOTLIGHT

Yasemin Grassl, BSBA, '21, MBA '22

"I never thought I would find the kind of academic and career support I did at Slippery Rock University. My community involvement and leadership opportunities as president of Slippery Rock's American Marketing Association have allowed me to network and grow immensely on a personal and professional level in the school of business as a marketing major. My marketing professors were always willing to help me and truly showed a genuine interest in wanting me to succeed in my future career. Thanks to the relationships I have been fortunate enough to build, I now have a full-time job as a graduating senior and halfway finished with my MBA! 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. Becoming a marketing major at SRU has been a life-changing decision and the best one I ever made!"

Bella Serapiglia, BSBA '21, MBA '22

"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 has prepared and pushed me to want to attend law school in the fall. After my time with the marketing and business faculty at SRU, I feel more than capable to become a successful corporate attorney."

ACADEMIC CONTACT: FOR MORE INFORMATION:

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