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. The U.S. Bureau of Labor Statistics says that employment of business and financial operations occupations is projected to grow 10 percent from 2016 to 2026, faster than the average for all occupations. Graduates of our program are employed as selling team leaders, regional sales managers, associate marketing managers, global marketing and communications managers and much more.

MARKETING AT SRU
Your learning will provide a strong foundation of business administration and marketing knowledge, including technical and practical skills in accounting, finance, economics, operations, international management, human resources management and marketing. Students will learn:

• How to anticipate and satisfy consumer needs and wants.
• Marketing research, product planning, pricing, promotion and distribution.
• Concepts, functions and institutions of marketing.
• Appreciation of the consumer orientation.
• Skills to analyze, formulate and implement marketing policies.

Besides the fundamentals of marketing, students also learn practical skills that will set them apart in both internships and entry-level positions. Marketing classes at SRU feature productivity software, management info systems and communications.

Students will improve critical thinking and problem solving skills while our program will provide a strong set of skills to be a successful, ethical and effective business leader. Our program focuses on improving analytical, communication, decision-making, interpersonal and organizational skills.

WHY CHOOSE SRU MARKETING?
1. Small class sizes: Our average class size is 25 students with faculty members who are available to answer your questions and guide you to success. Every undergraduate is assigned an academic adviser to guide them through their program of study and help them make decisions about educational and career goals.

2. Experienced faculty: Students are taught by full-time faculty members, not graduate assistants, who bring real-life, research/industry experiences to enhance your learning.

3. International experiences: Every year our faculty members lead student groups to a variety of countries around the world for study abroad opportunities.

4. Career opportunities: Our graduates work for a variety of industry leaders including UPMC, PNC, BNY Mellon, Allegheny Health Network, SAP Ariba, Amazon, Highmark, ADP and many more.

5. Accreditation: Our program is fully accredited by The Accreditation Council for Business Schools and Programs and we are in the process of being fully accredited by The Association to Advance Collegiate Schools of Business. Accreditation means that our program meets or exceeds the industry standards developed by experts in the field.
INTERNSHIP OPPORTUNITIES
SRU marketing students have completed internships at various locations including:
- UPMC
- PNC
- BNY Mellon
- SAP Ariba
- Highmark

CAREER OUTCOMES
Graduates have secured careers in the following areas:
- Project manager at ARMADA Supply Chain Solutions
- Marketing communications manager at PPG
- Underwriter - real estate banking at PNC Financial Services Group Inc.
- Account manager at Polyconcept North America.
- Business manager at Clinique
- Licensed insurance producer at Automatic Data Processing Insurance Agency, Inc.
- Associate marketing manager, color at PPG Industries
- Team lead at BNY Mellon Wealth Management in the distributions unit
- Director, business development in Architectural & Design at Source Direct Imports

CLUBS AND ORGANIZATIONS
- Alpha Kappa Psi
- Society For Advancement of Management
- Slippery Rock University’s Collegiate Chapter of the American Marketing Association

ALUMNI SPOTLIGHT
Kerrie Neuberger, ‘16
Digital marketing strategist at North American Dental Group, New Castle, PA
“My experience with SRU started as a transfer student. I remember feeling anxious due to uncertainty of everything a new school brings. However, I quickly learned that I was surrounded by the most talented, supportive and caring individuals I’ve ever met. SRU provided me a best-in-class experience and countless opportunities that prepared me for success early in my career. I am confident that I would not be where I am today without the tremendous amount of knowledge I gained at SRU.”

Joe Ermi, ‘14
Senior Account Executive at ADP, Coraopolis, PA
“The emphasis on interview preparation and resume building in the classroom, as well as the career education and development office, helped to set me up for success as a young graduate. SRU and its professors understand the importance of this skill set and will have you acutely prepared for a post-graduate job hunt.”

Alicia McKay, ‘14 (BSBA) and ‘15 (MBA)
Owner/Virtual Administrative Consultant at AM Virtual Solutions, Pittsburgh, PA
“I had an absolutely wonderful experience in the marketing program. The professors that I had through my time in the program became friends over the four years. They care about the student in their classes and even after graduation.”

DEPARTMENT CONTACT: Eisenberg Classroom Building
Roger Solano, chairperson
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FOR MORE INFORMATION: www.sru.edu/majors

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