

MARKETING

MAJOR



Marketing Highlights

Marketing is concerned with building long-term relationships and co-creating value with customers, clients, partners and society at large. It's a perfect field of study if you enjoy solving business problems using creativity and analysis, and seek a career that's challenging, action-oriented and in-demand.

The Marketing curriculum is intended to help students acquire a high degree of competence across the many fields of intellectual endeavors. These skills include using abstract reasoning, critical thinking, and interpersonal communication to solve real-time marketing issues. JMU students will develop confidence and proficiency in a wide range of supporting information technologies so they will be best prepared to pursue a broad and adaptable range of career possibilities. This major includes coursework in consumer behavior, integrated marketing communications, professional selling, marketing analytics, and marketing management.

- James Madison University is **ranked No. 7 in the Best Colleges for Marketing by UniversityHQ, 2022.**
- **The Center for Professional Sales** is cited among the reasons for JMU being named one of Sales Education Foundation's Top Universities for Professional Sales Education. The success of JMU marketing students in regional and national sales competitions is supported by the center.
- **The Digital Marketing Lab** is an enriched learning environment that allows students to gain hands-on experience through multiple experiential learning opportunities, including client-based projects. The cutting-edge work stations promote active learning by allowing students to work simultaneously on interrelated portions of the same digital marketing project, in real time.
- The College of Business is **one of 5% of business schools with AACSB international accreditation** (Association to Advance Collegiate Schools of Business).

Career Possibilities

Account Manager
Brand Marketer
Customer Relationship Manager
Digital Marketing Manager
Digital Media Specialist
International Marketer
Market Analyst
Marketing Strategist
Media Planner
Professional Sales Representative
Research Analyst
Territory Manager
Web Content Coordinator

RECOMMENDED MINORS

Business Analytics (BSAN)
Computer Information Systems (CIS)
Entrepreneurship
Global Supply Chain Management

CO-CURRICULAR ORGANIZATIONS

Choose from more than 25 College of Business co-ed fraternities, clubs and honor societies to connect with peers and build leadership skills.



For more details, scan the QR code or visit: jmu.edu/cob/marketing



Differential Tuition

As a student in the College of Business (CoB), you'll pay "differential tuition," an additional fee over JMU's standard tuition. This enables us to add significant value to your overall academic experience, and is a practice common among top business schools. These funds help ensure that our students gain a competitive edge for internships and job openings by providing hands-on experiences such as career treks, professional networking opportunities and career-development activities.



— DEMETRA CARIOFILES ('23), MARKETING

"The Department of Marketing has provided endless networking opportunities, internship preparation and real-world applicable knowledge. The marketing professors and staff genuinely care and their guidance helped throughout my four years and has set me up for success post-graduation."

Starting Compensation*

College of Business Major	Avg. Starting Compensation
Marketing, B.B.A.	\$77,427
Avg. / Bus. Majors	\$75,969

*This report highlights the post-graduation pursuits for 89% of the CoB Spring Class of 2023 bachelor's degree recipients.

Curriculum Highlights

Various marketing electives in areas such as global marketing, services marketing, new product development and omnichannel retailing are offered in addition to two optional concentrations for those who wish to specialize in select marketing areas.

TWO CONCENTRATION OPTIONS

The Professional Sales concentration is designed to help students launch careers in the business-to-business domain. Sales-oriented electives prepare students to quickly succeed in the dynamic and competitive world of sales. Graduates often work in technology, consulting, healthcare, and business services industries.

The Digital Marketing concentration helps students understand how cutting-edge technology and digital marketing strategies contribute to achieving organizational objectives. The digital marketing curriculum prepares students for a wide variety of opportunities in social media marketing, paid search, display advertising, content marketing, search engine optimization and integrated digital marketing analysis and strategy.

COB ACCEPTANCE

After completing the lower-level B.B.A. Core Courses and earning at least a 2.7 average GPA in those courses (excluding calculus and managerial accounting) students may apply for formal acceptance into the College of Business and become eligible for upper-level courses.

LOWER B.B.A. CORE COURSES*

- COB 191 - Business Analytics I**
- COB 202 - Interpersonal Skills
- COB 204 - Computer Information Systems
- COB 241 - Financial Accounting
- COB 242 - Managerial Accounting
- COB 291 - Business Analytics II
- ECON 200 - Intro to Macroeconomics
- ECON 201 - Intro to Microeconomics
- MATH 205 or 235 - Calculus**

*official curriculum requirements are listed in the JMU Undergraduate Catalog
 **or equivalent