

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 small groups of students to work in teams while providing the professor the ability to share their work to a large central display. 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.



— JOHN MCGRINDER ('22),
MARKETING

"The Marketing Department at JMU does an amazing job spurring employee engagement with students that leads to practical and applicable internships which help guide students into full-time careers."

Starting Salaries*

College of Business Major	Avg. Starting Salary
Marketing B.B.A.	\$55,938
Avg. / All Majors	\$67,151
Avg. Signing Bonus	\$5,700

*This report highlights the post-graduation pursuits for 65% of the CoB Class of 2022 May 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. Our 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*

*or equivalent