



## B.S. in Marketing

- Our marketing program provides students with an understanding of how to address customer needs, how to provide information about products and services to customers, issues relating to the pricing of products and options for making the product accessible to the customer in both domestic and foreign markets.
- In addition to the marketing degree, students earn a certificate in customer service or promotion, or a certificate or minor in other supporting fields.

## Benefits and Opportunities

- Marketing skills can be applied in all for profit and non-profit industries including financial services, healthcare, retailing, professional sports, governments and education.
- The marketing faculty are highly dedicated and accessible.
- Classes include field trips and applied projects.
- Students can gain marketing experience and access to professionals in marketing through membership in the American Marketing Association.
- Students can participate in marketing internships to gain valuable experience.
- Average starting salaries in the mid \$30s.

## Sample Job Titles in Marketing

- |                              |                            |                                |
|------------------------------|----------------------------|--------------------------------|
| ▪ Client Relations Associate | ▪ Sales Manager            | ▪ Public Relations Coordinator |
| ▪ Marketing Coordinator      | ▪ Retail Buyer             | ▪ Retail Manager               |
| ▪ Executive Team Leader      | ▪ Financial Representative | ▪ Credit Manager               |
| ▪ Financial Services Advisor | ▪ Recruiting Consultant    | ▪ Market Researcher            |

## Sample Companies Hiring Recent CBA Graduates

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|-------------------|--------------------------|-------------|-----------------------|
| ▪ Phoenix Coyotes | ▪ Wells Fargo Financials | ▪ Valic     | ▪ Northwestern Mutual |
| ▪ Honeywell       | ▪ Arizona Republic       | ▪ Walgreens | ▪ Black and Decker    |
| ▪ Gallo Wines     | ▪ ASU West               | ▪ Mervyns   | ▪ Harkins Theatres    |

### For More Information

- MKT Program web page

[www.cba.nau.edu](http://www.cba.nau.edu)

↳ Undergraduate Programs

↳ Majors

↳ Marketing

- Talk to marketing majors
- Attend recruiting information sessions