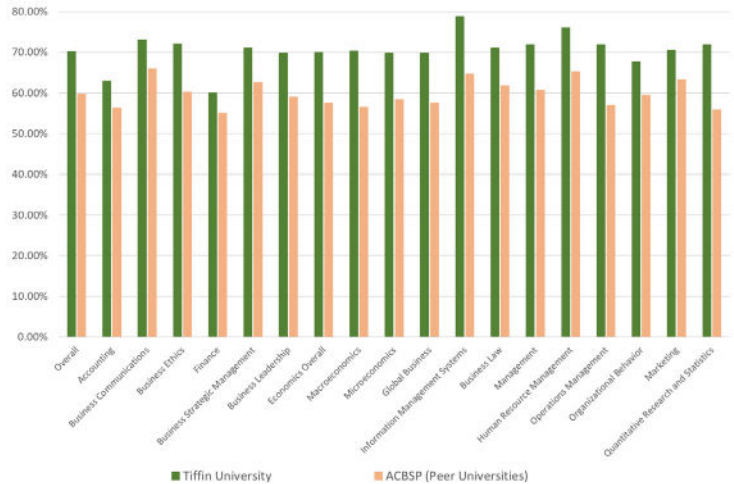




# BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

## Why Tiffin University School of Business?

The faculty within the School of Business at Tiffin University bring theory and practice together in the classroom. They also have both an academic background and practical knowledge from industry. This means that graduates from the School of Business at Tiffin University have a distinct advantage when entering the workforce. The Peregrine exam, a widely adopted assessment across many colleges and universities nationwide, measures the business knowledge that soon to be graduates have across all aspects of business. The chart (right) illustrates how Tiffin University performed compared to peer institutions for the fall 2023 semester.



## What is Marketing?

For a business to succeed, the product or service it provides must be known to potential buyers. Today's marketers seek to find out what motivates buyer behavior, what creates value in the minds of their customers and how to create messages that make their company's offering the product or service of choice. With classes that focus on marketing communication, retail management, consumer buying behavior and more, our graduates are succeeding across all marketing fields - from advertising and public relations to brand management and e-commerce.

## Why study Marketing?

Studying marketing can equip students with the skills, knowledge and mindset needed to succeed in their future careers, whether they choose to pursue traditional marketing roles or explore other professional paths. Tiffin University prepares students with applicable learning opportunities as well as certificates and simulations.

## What can I do with a Marketing degree?

When considering the ever-changing marketing and advertising opportunities, both in physical and virtual realms, alongside the growing capabilities with data and marketing analytics like SEO and Google ads, it's important to note

that the US Bureau of Labor Statistics predicts a six percent growth in marketing jobs from 2019 to 2029, faster than the average for all occupations. Marketing manager positions are projected to grow by seven percent during the same period.

Companies are seeking new skills in their hires, leading them to turn to marketing graduates who can bring these skills to the workplace.

- 1. Marketing Manager:** Plan and execute marketing campaigns, analyze market trends and manage a team to promote products or services effectively.
- 2. Advertising Account Executive:** Work with clients to develop advertising campaigns, manage budgets and ensure campaigns meet clients' objectives.
- 3. Market Research Analyst:** Collect and analyze data on consumer preferences and market trends to help companies make informed decisions about their products or services.
- 4. Brand Manager:** Develop and implement strategies to build and maintain a strong brand identity including managing advertising, promotions and product development.
- 5. Digital Marketing Specialist:** Use online channels such as social media, email and websites to reach customers and promote products or services.



**For graduate programs, you might consider:**

- Master’s in marketing: Provides advanced knowledge in marketing strategy, consumer behavior and market research.

**Possible Careers**

- Advertising and Public Relations
- Brand Manager
- Business Development Representative
- e-Commerce
- General Manager
- Graduate School
- Marketing Account Executive
- Marketing Analyst
- Marketing Assistant
- Marketing Communications Manager
- Marketing Director
- Marketing Manager
- Marketing Research Analyst
- Marketing Sales Representative
- Marketing Specialist
- Media Buyer
- Operations Manager
- Press Secretary
- Product Manager
- Sales Manager
- Sales Representative
- Social Media Manager



**How much will I earn with a Marketing degree?**

The salary you can earn with a marketing degree can vary based on factors such as your job title, experience, location and the industry you work in. Listed below are some average salary ranges for common marketing-related positions in the United States, based on data from the Bureau of Labor Statistics (BLS) and other sources:

- **Marketing Manager:** The median annual wage for marketing managers was \$142,170 in May 2020. Salaries can range from around \$70,000 to over \$200,000, depending on factors such as experience and industry.
- **Advertising and Promotions Manager:** The median annual wage for advertising and promotions managers was \$133,460 in May 2020. Salaries can range from around \$60,000 to over \$200,000, depending on factors such as experience and industry.
- **Market Research Analyst:** The median annual wage for market research analysts was \$65,810 in May 2020. Salaries can range from around \$35,000 to over \$120,000, depending on factors such as experience and industry.
- **Sales Manager:** While not strictly a marketing role, sales managers often work closely with marketing teams. The median annual wage for sales managers was \$132,290 in May 2020. Salaries can range from around \$63,000 to over \$200,000, depending on factors such as experience and industry.

**What is your pathway to graduation?**

YEAR 1	
FIRST YEAR FALL	FIRST YEAR SPRING
ENG141 Rhetoric and Intro Research and Writing	ENG142 Rhetoric and Academic Writing
MAT185 Quantitative Reasoning	MAT273 Applied Statistics I
DLT101 Digital Literacy & Technology Readiness	COM130 Intro to Speech Communication
DEC100 Dragon Education: Engage	CST285 Spreadsheet Application and Data Analysis for Decision Making
MKT151 Marketing	ACC210 Financial Accounting

YEAR 2	
SECOND YEAR FALL	SECOND YEAR SPRING
CORE LIST*	NAT130 Foundations of Healthy Living
DEC200 Dragon Education: Explore	LAW211 Business Law I
MKT252 Buyer Behavior	ECO222 Principles of Microeconomics
ACC228 Managerial Accounting	Open Elective Any
MGT201 Management of Organization	MKT253 Marketing Communications

YEAR 3	
THIRD YEAR FALL	THIRD YEAR SPRING
FIN301 Business Finance	Open Elective Any
DEC300 Dragon Education: Connect	Open Elective (200 level or above)
MKT354 Personal Selling	MKT432 Social Media Marketing
MKT370 Digital Marketing	Open Elective Any
Open Elective (200 level or above)	MKT332 Omnichannel Retailing

YEAR 4	
FOURTH YEAR FALL	FOURTH YEAR SPRING
DEC400 Dragon Education: Impact	MGT495 Organizational Strategy
MKT402 Marketing Research	Open Elective (200 level or above)
MKT404 Global Marketing	Open Elective (200 level or above)
Internship	MKT434 Digital Marketing Analytics
ECO221 Principles of Macroeconomics	Open Elective (200 level or above)

## Can I choose a minor?

There are several minor options available; historically, two of the most popular have been the following:

MINOR OPTIONS			
DIGITAL MARKETING		COMPUTER SCIENCE TECHNOLOGY	
COURSE NAME	CREDITS	COURSE NAME	CREDITS
DMD134 Introduction to Digital Marketing	3	CST155 Introduction to Operating Systems	3
MKT370 Digital Marketing	3	CST201 Introduction to Programming	3
ART325 Graphic Design	3	CST230 Networking Fundamentals	3
CST201 Introduction to Programming	3	CDS244 Cyber Security	3
MKT434 Digital Marketing Analytics	3	CST280 Database I	3
MKT432 Social Media Marketing	3	CST412 IT Project Management	3

## Enhance your degree with a designation.

DESIGNATION OPTIONS			
COMMUNICATION		PHOTOGRAPHY & DESIGN	
COURSE NAME	CREDITS	COURSE NAME	CREDITS
COM212 Public Relations	3	ART331 3D Production	3
COM241 Mass Communication	3	ART432 Visual Problem Solving	3
COM310 Interpersonal Communication	3	DMD234 Photography I	3
COM324 Communication Across Cultures	3	DMD434 Photography II	3

## Dual Enrollment/4+1

Our BBA to MBA 4+1 program offers a seamless transition for students to accelerate their business careers. Designed to equip students with advanced skills, this program combines foundational business knowledge with specialized MBA coursework, allowing students to earn both degrees in just five years. We offer nine concentrations, allowing for a diverse and well-rounded education that complements any BBA. With a focus on practical learning and real-world application, graduates are ready to lead in today's competitive business environment.

YEAR 4	
FOURTH YEAR FALL	FOURTH YEAR SPRING
MKT523 Marketing Management Term 1 Fall	MGT526 Quantitative Research Term 2 Fall
MGT522 Management and HR Term 1 Spring	MGT621 Organizational Analysis Term 2 Spring

## Stay on track!

### YEAR 1

- **Explore Marketing:** Take introductory marketing courses to understand the field and its various aspects.
- **Build a Strong Foundation:** Focus on core courses and network with peers and professionals.
- **Get Involved:** Join marketing or business-related clubs and organizations to gain practical experience.
- **Meet with an Advisor:** Regularly meet with an academic advisor to ensure you are on track with your degree requirements. Maintain a solid GPA.

### YEAR 2

- **Declare Your Major:** Declare marketing as your major and consider adding a minor, certificate or endorsement to your academic plan.
- **Internship:** Seek internships or opportunities to shadow professionals in the field to gain practical experience at the end of your sophomore year.
- **Develop Marketable Skills:** Take courses, complete certificates or workshops to develop skills such as data analysis, digital marketing and communication.
- **Networking:** Continue networking with professionals in the field to learn about potential career paths and opportunities. Meet with career services to check your resume.

### YEAR 3

- **Advanced Courses:** Take advanced marketing courses to deepen your knowledge in specific areas of marketing.
- **Gain Practical Experience:** Pursue additional internships or part-time jobs in marketing to build your resume.
- **Professional Development:** Attend conferences, workshops or webinars to stay updated with industry trends and expand your skills.
- **Career Planning:** Start planning for post-graduation, such as researching potential employers or graduate programs. Attend career fairs, participate in on-campus interviews and plan your job search strategy.

### YEAR 4

- **Dual Enrollment Opportunities:** Apply to take up to four MBA courses during your senior year to get a head start on your MBA.
- **Graduate School Applications:** If interested in pursuing a graduate degree, start preparing and submitting applications.
- **Job Search:** Begin your job search by applying to entry-level marketing positions and participating in career fairs or networking events. Join state and national professional organizations.
- **Graduation Preparation:** Ensure you have met all degree requirements and prepare for graduation and any related ceremonies or events.

