



YOUR  
*Moment*  
IS HERE



## Your Future

If you're interested in people and strategy, have a way with words and images, and are tuned in to what's "now," you should enjoy a successful career in marketing. As a professional field, marketing is concerned with the whole range of activities that engage consumers and target demographics.

### Career Opportunities

- Media Planners
- Media Buyers
- Marketing Executives
- Sales Representatives
- Sales Managers
- Product Managers
- Market Researchers
- Advertising Copywriters
- Marketing Managers
- Marketing Specialists
- Account Managers
- Mobile Marketing Mangers

### Why Study Marketing?

Marketing is a diverse career choice. You can chose from various behind-the-scenes and customer-facing roles. Nearly every business needs a marketer to help establish relations between customers and the organization, so the skill set you will acquire is always in demand. From big business to charities, marketers can follow their passion and interest through a career that is stimulating and satisfying.

### Degrees and Programs

Bachelor of Business Administration in Marketing **B.B.A.**

Master of Business Administration with a concentration in Service Marketing and Management **M.B.A.**

### What classes will you take?

- Digital Marketing
- International Marketing
- Entrepreneurial Market Opportunities
- Consumer Behavior
- Marketing Promotion

### Passport Through LU

Development of your professional skills adds a vital component to the benefit you will offer an employer. To assist that goal, the College of Business requires a professional skill development workshop in every core class to help you establish career skills.

### Marketing Salaries

Entry Level  
**\$35,375**

After 5-9 Years  
**\$65,753**

After 20 Years  
**\$92,662**

[payscale.com](https://www.payscale.com)

## Marketing Job Growth

10%  
faster than average

*U.S. Dept. of Labor*

## Marketing Worklife

Job Satisfaction: High

*payscale.com*

## Top Focus Areas

Digital Marketing  
Multichannel Marketing  
E-commerce Marketing  
World Markets  
Market Analysis  
Promotions and Campaigns  
Pricing Strategy  
Leveraging Technology  
Sales Force Management  
Logistics Systems

## Earning Potential

The Bureau of Labor Statistics reports that the upper 10 percent of marketing managers earned more than \$187,199. Market research analysts in the top ten percent earned more than \$116,740.

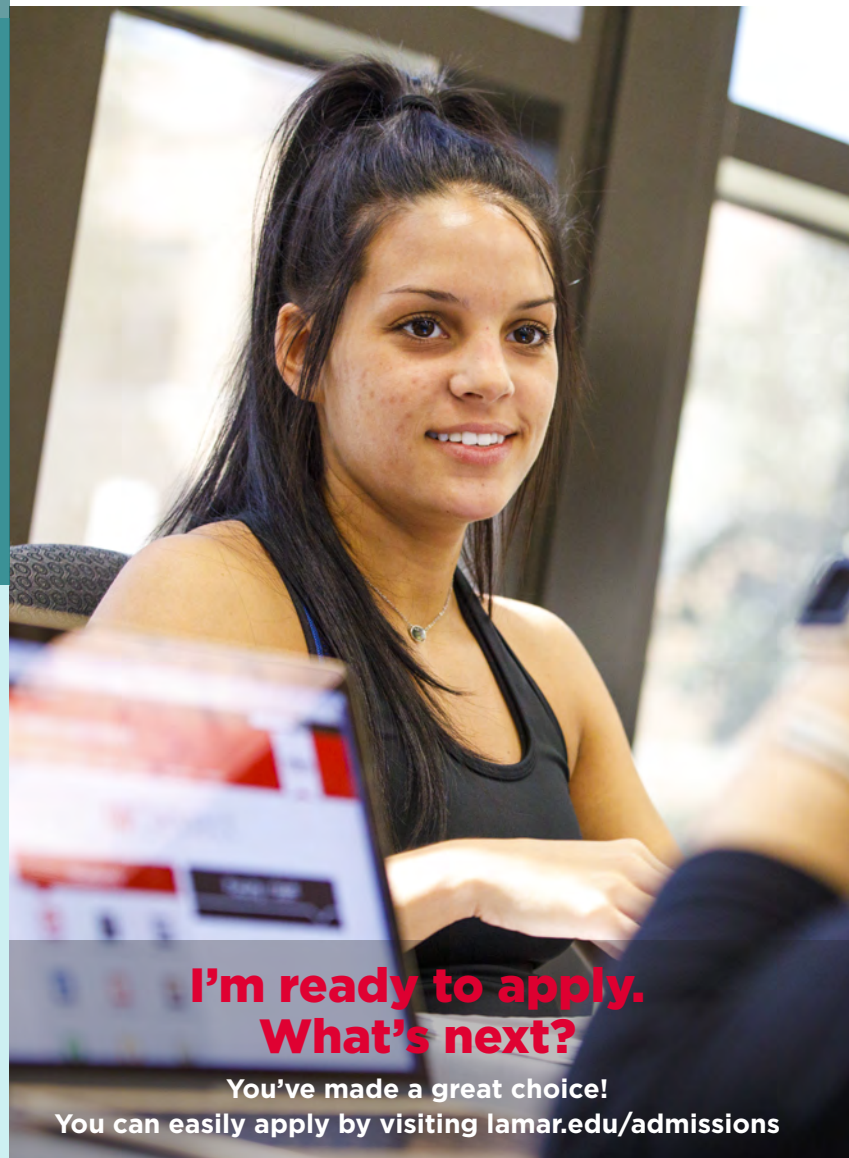
## Let Us Help You Pay

Our department has multiple scholarships available. Let us help you with your college education. Apply for business scholarships after acceptance to see all of our offerings.

## Don't Forget to Get Involved

Join active student organizations to make new friends who share your passion and build your professional network.

- American Marketing Association
- Student Advisory Council to the Dean



**I'm ready to apply.  
What's next?**

You've made a great choice!  
You can easily apply by visiting [lamar.edu/admissions](http://lamar.edu/admissions)



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and take a virtual tour [lamar.edu/tour](http://lamar.edu/tour)

## Contact Us

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Department of Management & Marketing

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