



# MARKETING

## Major in Marketing

The Bachelor of Business Administration in Marketing program combines contemporary marketing concepts, a strong foundation in business fundamentals, and the strengths of the Georgia College liberal arts curriculum to prepare graduates for entry into a professional career. Students may also choose a Sales concentration within the major to provide a more in-depth focus.

Our faculty are highly engaged with students and with client organizations, so graduates benefit from practical experiences. Client-based projects and attention to professional development contribute to students' job market readiness. Our major's differentiating strength is faculty-driven, out-of-classroom engagement that pushes you toward your potential.

## Make an Impact

**The breadth and depth of knowledge gained will prepare graduates for a variety of career paths...**

- Marketing Manager
- Sales Representative
- Marketing Specialist
- Sales Manager
- Public Relations Specialist
- Account Coordinator
- Account Manager
- Operations Manager
- Campaign Specialist
- Direct Sales Specialist
- E-Commerce Manager
- Event Marketing Specialist
- Fundraising Coordinator
- Store Manager
- Business Intelligence Analyst
- Marketing Assistant
- Social Media Manager
- Event Manager
- Copywriter
- Media Planner
- Sales Representative
- Marketing Research Analyst
- Merchandising Coordinator
- SEO Manager
- Management Analyst
- Brand Manager
- Project Manager

**...the possibilities are endless.**

## Develop Skills

**leadership** adaptability  
innovation **collaboration**  
detail-oriented **business ethics**  
**data analysis** writing  
**technical** social media  
SEO/SEM **copywriting**  
market research networking  
**project management**  
**content development** budgeting  
**presentation** business statistics  
**e-commerce** goal setting  
negotiation **problem solving**  
teamwork **critical thinking**  
**creativity** organization  
research **communication**

## Explore and Engage with Marketing



Join the Marketing and Advertising Club (MAC)



Join the Georgia College Logistics Association (GCLA)



Join the GC Entrepreneurs Club



Take a Marketing class



Meet with a faculty member



Talk to your academic advisor



Meet with a career advisor to discuss your plan



Connect with alumni via LinkedIn

## Considering adding a Minor?

These minors/certificates can complement the Marketing major

- Graphic Design
- Management Information Systems
- Management
- Finance
- Data Science Certificate
- English
- Economics
- International Studies

## Top employers at GC for Marketing majors



Techtronic Industries, NA (TTi)



Insight Global



NCR Corporation

## Median Starting Salary for Marketing majors

# \$40,000\*

\*based on GC First Destination Surveys, 2019 - 2022

### Department of Management, Marketing & Logistics

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Phone: (478) 445-4324

[gcsu.edu/business/mml/bba-marketing](http://gcsu.edu/business/mml/bba-marketing)



### University Career Center

Georgia College  
110 Lanier Hall  
Campus Box 42  
Milledgeville, GA  
Phone: (478) 445-5384  
[gcsu.edu/career](http://gcsu.edu/career)



[www.gcsu.edu/career/whatcanidowiththismajor](http://www.gcsu.edu/career/whatcanidowiththismajor)

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