

MARKETING



CREATE AND INSPIRE

Looking for a business degree that opens the door to many exciting, rewarding career opportunities? If so, consider majoring in marketing. Learn to create and market products, services, and solutions that make a difference in the world. Discover how to inspire and influence others through branding, digital marketing, and professional selling. At USI, marketing students learn theory and gain practical experience in an engaging, collaborative, active-learning environment. We will prepare you to succeed in the diverse and exciting opportunities this growing career field offers.

In the USI marketing program, you will:

- Generate creative ideas that serve businesses and society.
- Develop personal and digital communication skills to help you to inspire and influence others.
- Obtain the technical skills required to succeed in a variety of exciting marketing careers.
- Be able to receive college credit through a hands-on marketing internship.

OUR ACCREDITATION



The University of Southern Indiana Romain College of Business is accredited in both undergraduate and graduate business and accounting programs from the Association to Advance Collegiate Schools of Business (AACSB). Currently fewer than 200 business schools worldwide have earned AACSB accreditation in both their business and accounting programs.

MARKETING DEGREES/CERTIFICATES

Bachelor:

- Marketing

Minor:

- Marketing

Certificates:

- Professional Sales

For complete information about this program go to **[USI.edu/marketing](https://usi.edu/marketing)**

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CAREER OPPORTUNITIES

Everything has a business side, and a marketing degree from the Romain College of Business gives you the knowledge and skills that prepare you to succeed in these exciting careers:

- Advertising Account Manager
- Brand Manager
- Business Development Coordinator
- Digital Marketing Coordinator
- Marketing Manager
- Marketing Data Analyst
- Professional Salesperson
- Restaurant or Store Manager
- Special Events Coordinator

Additionally, these careers are available in a variety of areas, including:

- Banking and Financial Services
- Consumer Goods
- Fashion
- Healthcare and Pharmaceuticals
- Manufacturing
- Nonprofit Organizations
- Real Estate
- Sports, Entertainment, and Tourism

BEYOND THE CLASSROOM

Some of the most important learning experiences and networking opportunities happen outside the classroom.

Graduates consistently cite internships, co-ops and involvement in student organizations as catalysts for their careers.

Student organizations and honor societies for Romain College business majors allow students to collaborate and network across degree programs:

- Marketing Club—a student-led organization that deepens students' understanding of the marketing field and develops professional skills
- Alpha Kappa Psi—a national co-ed professional business fraternity
- Beta Gamma Sigma honor society*
High honors chapter
- USI Speaking Eagles Toastmasters
Distinguished club

**unique to business schools with AACSB accreditation*





[USI.edu/marketing](https://usi.edu/marketing)

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CONTACT INFORMATION

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The University of Southern Indiana is committed to principles of equal opportunity and affirmative action.