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B.B.A. in Marketing



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Dynamic Field, Diverse Opportunities

The study of marketing prepares students for a variety of career paths in areas such as marketing research, international marketing, digital marketing, sports marketing, advertising, sales management, product development, and other exciting fields.

Because of the importance and high visibility of marketing professions, many marketing professionals rise to the highest ranks in their companies and organizations. From the creative side of business to the quantitative side, there is something for everyone in marketing.

St. Bonaventure marketing graduates are working for a wide range of organizations, such as consumer product organizations, advertising agencies, national corporations and retail stores, banks, life insurance companies, higher education institutions, federal agencies, and a variety of other organizations, both for-profit and nonprofit.

Many of our graduates are also working in the exciting realm of sports marketing. Our graduates have gained admission to some of the premier graduate schools in the country.

Making the Pitch

The marketing program includes a course in advertising called American Advertising Federation, which engages students in creating a national advertising campaign that they present at the national AAF competition annually in New York City.



AAF students have presented campaigns to Coca-Cola, Snapple, and Pizza Hut, among others. You can

check out some of the campaigns our students have presented at www.sbu.edu/aaf.

Curriculum

Freshman and sophomore marketing majors pursue a curriculum that emphasizes initial exposure to the liberal arts and foundational “business core” courses in marketing, organizational behavior, quantitative analysis, economics, finance, business law, and accounting. During the junior and senior years, students focus more specifically on marketing coursework.

Marketing courses include:

- consumer behavior;
- advertising;
- digital and social media marketing
- marketing research; and
- capstone course focused on contemporary issues and workplace readiness

Elective courses include International Marketing, Sports Marketing, Services Marketing, Sales Management/Personal Selling, Marketing Innovation, Music Marketing, Food Marketing, and more.

Internships

Marketing majors complete a 150-hour, 3-credit marketing internship. The internship, which provides real-world experience and an opportunity for students to apply what they have learned in the classroom, can be completed on or off campus. The school’s Internship and Career Development director assists students as they pursue internship opportunities.

U.S. Bureau of Labor Statistics: Employment opportunities in marketing careers will increase much faster than for other disciplines.