

BBA IN MARKETING

SELL, ADVERTISE AND PROMOTE

MARKETING PROGRAM

Students learn how to conduct market research and analyze buyers, how to price goods and services, how to sell; advertise and promote, and how to develop a marketing plan.

ELECTIVES

- **Search Engine Marketing** – Search engine optimization and management of pay-per-click advertising.
- **Social Media Marketing** – Using social media in marketing programs.
- **Entrepreneurship** – Entrepreneurship as it relates to starting and building a successful business.
- **Marketing Research** – Overview of research methods and information needs for marketing decisions.

THE PROGRAM FOR EXCELLENCE IN SELLING (PES)

PES prepares students for a career in sales. This selective applicant-only program provides educational tools to enhance sales productivity and profitability of sales people from the very beginning of their sales career.

- **Key Skills for PES Students:** Sales, Technology, Leadership/Management, Career Development and Communication.

Students receive real-world experience by selling the following:

- Jacket Sponsors (Mentorships), Technology Sponsorships (Laptop), and Student-Run Semi-Annual Golf Tournament
- Recruiting Booths for the Semi-Annual Sales Career Fair
- Program, Institute and Strategic Partnerships
- Seats for the Digital Sales Summit Awards (DSSA)

Effective Use of Sales Technology:

- Multiple-Media Presentation Training
- Customer Relationship Management (CRM)
- Software – Salesforce.com and live selling engagement
- Digital Selling: Virtual Sales, Social Listening and Social Selling

CAREERS

There are several different interest areas that students can choose from. Some of the careers our MARK graduates choose to pursue for internships and full-time employment:

Selling and Sales Management – Developing a sales force, coordinating sales operations, and implementing sales techniques that allow a business to consistently hit, and even surpass its sales targets.

Retailing – Involves a direct interface with the customer and the coordination of business activities from end to end- right from the concept or design stage of a product or offering, to its delivery and post-delivery service to the customer.

Market Research and Analysis – Technique comprises of both analytical as well as statistical research methods adapted to harness and interpret information in a systematic way. The market research analysis technique involves seeking opinion and conducting social research to get information which is the need of the hour.

Marketing Communications – The six major modes of communication in marketing include advertising, digital marketing, direct marketing, personal selling, public relations and sales promotion.

STUDENT ORGANIZATIONS

A diverse organization that focuses on Marketing majors is:

American Marketing Association - UH

In addition to this Bauer Student Organization, there are 20+ more Bauer Student Organizations with whom you can interact.

UNIVERSITY of HOUSTON

C. T. BAUER COLLEGE of BUSINESS
Rockwell Career Center

Rockwell Career Center

HireBauer.com

832.842.6120

RCCEmployerServices@bauer.uh.edu

2019 ACADEMIC MAP

First Year

FALL		SPRING	
ENGL 1303	First Year Writing I	ENGL 1304	First Year Writing II
MATH 1314	Calculus for Business & LifeSci	MATH 1313	Finite Math with Application
HIST 1377	The United States to 1877	ECON 2305	Macroeconomic Principles
ACCT 2331	Accounting Prin. 1 – Financial	ACCT 2332	Accounting Prin. 2 – Managerial
INTB 3354	Bus. Prin. in a Global Economy	MIS 3300	Intro to Computers and MIS

Second Year

FALL		SPRING	
ECON 2304	Microeconomics	FINA 3332	Principles of Financial Mgmt.
HIST 1378	The United States Since 1877	MANA 3335	Intro to Org. Behavior & Mgmt.
GENB 3302	Connecting Bauer to Business	MARK 3336	Elements of Marketing Admin.
MARK 3337	Professional Selling	SCM 3301	SCM Fundamentals
STAT 3331	Statistical Analysis for Bus. Ap.	CORE	Language, Phil, and Culture

Third Year

FALL		SPRING	
POLS 1336	U.S. & Tx Constitutions & Politics	POLS 1337	U.S. Government
CORE	Life & Physical Science	CORE	Life & Physical Science
MARK 3339	Marketing Strategy & Planning	MARK ELEC	4000-Level Marketing Elective
MARK ELEC	4000-Level Marketing Elective	MARK ELEC	4000-Level Marketing Elective
MARK ELEC	4000-Level Marketing Elective	MARK ELEC	4000-Level Marketing Elective

Fourth Year

FALL		SPRING	
NTB 3355	Global Environment of Business	GENB 4350	Business Law & Ethics
ADV BUS ELEC	3000-4000 Level Business Course	ADV BUS ELEC	3000-4000 Level Business Course
ADV ELEC	3000-4000 Level Course	ADV ELEC	3000-4000 Level Course
CORE	Creative Arts	GEN ELEC	1000-4000 Level Course
GEN ELEC	1000-4000 Level Course	GEN ELEC	1000-4000 Level Course

OUR ACHIEVEMENTS

- The Chronicle of Higher Education recently (2019) **ranked Bauer #9** among leading research universities for faculty scholarly productivity in marketing, and Bauer doctoral students have won many awards for the best dissertation research in their fields.
- Bauer's own Dean Paul Pavlou** won the 2019 Sheth Foundation/Journal of Marketing Award, which honors a Journal of Marketing article that has had the most significant long-term impact on the field of marketing.
- Doctoral alums **Yashar Atefi** and **Prof. Michael Ahearne** won the 2019 AMA Sales SIG Excellence in Research Award, which honors the journal article published during the previous year that has made the most significant contribution to the sales disciplines.
- Professor Seshadri Tirunillai won the 2019 O'Dell Award, which honors a Journal of Marketing Research article that has made the most significant long-term contribution to marketing theory, methodology, and/or practice.
- Program for Excellence in Selling students Nalani Gruel, Sue Lynn Law, Kristin Powell, and Joy Yang placed 6th at the 2019 National Collegiate Sales Competition. This is the eleventh year in a row that our PES team has finished in the Top 10 at NCSC. Nalani Gruel finished 4th in the individual competition.
- Program for Excellence in Selling student Kristin Powell won 2nd place in the Gartner national sales competition.

FAST FACTS

1 of 3

Tier One Public Research Universities Designated as a Hispanic-Serving Institution.
U.S. Department of Education

\$45,806

Avg. Annual Base Salary

\$11-15

Avg. Internship Salary (Hourly)

80%

Students with 1+ years of work experience

#1

Marketing program in Texas for Total Minority Degrees Awarded