



MARKETING

CAREER PATHWAY



CAREERS

- Marketing Analyst
- Digital Marketing Specialist
- Business Development Representative



SALARY

\$40,000 - \$100,000

Average: \$64,797
Internship Avg: \$19.56/hr

*Salary data is based on
FY2024 - 2025 data*



EMPLOYERS

- Dell Technologies
- HPE
- Forthea
- PepsiCo
- Gartner
- Houston Texans

How You'll Apply Your Degree

Build relationships, communicate ideas, and create meaningful connections that drive business growth



DIGITAL MARKETING

- SEO & analytics
- Paid ads



BRAND MANAGEMENT

- Product strategy
- Positioning



MARKET RESEARCH

- Consumer insights
- Data storytelling



CLIENT AND ACCOUNT MANAGEMENT

- Client strategy
- Revenue growth

Skills That Set You Apart



Digital Marketing



Creative Strategy



Relationship Building



Consumer Insights

Get Involved at Bauer



- American Marketing Association
- Fashion and Business



Rockwell Career Center
C. T. Bauer College of Business

Connect with a Career Coach

AJ Qureshi

713-743-4301

ajquresh@cougarnet.uh.edu

SCHEDULE AN
APPOINTMENT



symplicity.com



MARKETING

ACADEMIC PATHWAYS & KEY COURSES



Key Prerequisites:

- MARK 3336: Intro to Marketing
- MARK 3337: Professional Selling

Marketing Major Requirements:

- MARK 3338: Intro to Marketing Analytics
- MARK 3365: Intro to Digital Marketing
- MARK 4389: Marketing Strategy and Planning
- Choose 9 hours of 4000-level MARK courses that interest you

Optional Marketing Electives

- MARK 4332: Social Media Marketing
- MARK 4333: Search Engine Marketing
- MARK 4338: Marketing Research
- MARK 4362: Applied Buyer Behavior
- MARK 4367: Advertising & Promotion Mgt
- MARK 4397: Sports & Entertainment Mkt

Sales Certificate or Minor*

- MARK 4373: Adv. Professional Selling
 - MARK 4376: Sales CRM
 - MARK 4379: Personal Branding
 - MARK 4374: Sales Management
 - MARK 4380: Digital Selling
 - MARK 4375: Key Account Selling**
 - MARK 4377: Sales for Social Impact**
- * *Must apply to PES program (Fall or Spring)*
** *Optional*

Advising Notes

- Meet with academic advisor and career counselor once per semester.
- Double-check prerequisites so as not to delay graduation.

Next Steps

Meet with your Academic Advisor

Kishwar Kabiruddin

713-743-9680

kkabiru2@central.uh.edu

SCHEDULE AN
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C. T. Bauer College of Business
UNIVERSITY OF HOUSTON