

Marketing

Sample Year by Year

Not all courses offered every semester



- Year One
- ◆ EN 160
 - ◆ EN 130
 - ◆ SP 100
 - ◆ CS 119
 - ◆ PL 100
 - ◆ SC 100

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- Year Two
- ◆ BA 232
 - ◆ MA 185
 - ◆ BA 212
 - ◆ EC 206
 - ◆ NP 100
 - ◆ HS 104
 - ◆ AC 210

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- Year Three
- ◆ BA 322
 - ◆ AC 220
 - ◆ BA 282
 - ◆ BA 330
 - ◆ BA 352
 - ◆ AR 224
 - ◆ BA 302

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- Year Four
- ◆ MC 274
 - ◆ BA 324
 - ◆ BA 402
 - ◆ BA 362
 - ◆ BA 442
 - ◆ EC 455

Whether it's choosing a phone or a brand of clothing, many of your purchasing decisions are consciously or unconsciously influenced by marketing. The marketing industry is fast-paced and changes rapidly. As the field continues to evolve, incorporating the fields of science, sociology and psychology; companies will look to hire well-rounded, marketing professionals capable of critical and strategic thinking. Today's marketing professionals combine creative concepts with data-driving decisions to promote products and services in every industry.

Career Possibilities

- Marketing Strategist
- Digital Communications Specialist
- Marketing Research
- Advertising
- Sales Manager
- Market and Research Surveyor
- Marketing Account Manager

Graduate Program Possibilities

- Master of Business Administration
- Master of Public Relations

Why a degree in Marketing from Missouri Valley?

Marketing requires a creative mindset and the ability to analyze and interpret data. Missouri Valley's liberal arts core encourages you to become a curious, critical thinker; and strives to ignite a passion for lifelong learning that is essential to the ever-changing field of marketing. You'll benefit from small class sizes that allow you to fully explore and refine your marketing skill set. Our faculty members understand first-hand what it takes to succeed in marketing, they have many years of experience as marketing professionals, including experience managing their own marketing firms.