

# Jumpstart Your Future

Marketing is a fundamental aspect of modern business. From major corporations and government organizations to small businesses and boutique ad agencies, they all rely on marketing to get their message out to current and prospective customers.

As a Marketing major, you'll learn how to plan and launch a marketing campaign ... implement marketing strategies ... write marketing reports and ad copy ... communicate with internal and external stakeholders ... and much more.

Get the skills you need  
to pursue the career  
path you want!

# Marketing

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### **Career options for Marketing majors:**

- Marketing Coordinator
- Event Coordinator
- Business Operations Specialist
- Market Research Analysts
- Public Relations Specialist
- Marketing Communications Specialist
- Sales Representative
- Business Operations Specialist

### **Courses you will take include:**

- Strategic Planning and Marketing Communications
- Advertising
- Consumer Behavior
- Principles of Marketing
- Fundamentals of Selling

### **Marketing courses are offered in the following locations and formats:**

- Summerdale – day, in-person and online
- Lancaster – evening, in-person and online

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APPLY TODAY**

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