



MARKETING

GENERAL INFORMATION

Are you a creative thinker who loves to sell and promote products or services? A degree in Marketing might be the perfect fit for you! Marketing is an exciting and dynamic field that requires a combination of business acumen, communication skills, and creativity.

As a Marketing major, you will learn how to identify consumer needs and wants, develop effective marketing strategies, and analyze consumer behavior. With a Marketing degree, you can pursue various career paths, including product management, advertising, sales, public relations, and market research.



SKILLS YOU'LL DEVELOP

- Creativity
- Brand Management
- Market Research
- Digital Marketing

POTENTIAL CAREERS

- Marketing Manager
- Sales Manager
- Brand Manager
- Advertising Manager
- Market Research Analyst

Transfer pathways start at a Louisiana community college.

- Complete the first 60 credits on your transfer pathway at a community college
- Earn your associate degree
- Apply to a public Louisiana university that offers a bachelor's degree in Engineering
- Transfer in with a guarantee that all 60 credits will apply to your bachelor's degree



Marketing

Earn an associate degree on your way to transfer

your FIRST 60 CREDITS IN MARKETING

Subject	Required Courses
Math	Statistics 1 College Algebra
Natural Sciences	Nine credits of natural sciences*
English	Composition 1 Composition 2
Humanities	Public Speaking Six credits of other humanities*
IT	Three credits of IT elective that covers at least 50% Excel*
Social/Behavioral Science	Microeconomics Macroeconomics
Fine Arts	Three credits of fine arts*
Business	Intro to Business OR Business Law Business Statistics II Business Calculus Intro to Financial Accounting Intro to Managerial Accounting
Other	Three credits of electives*

*Each student may select their preferred courses in these elective areas.



FINISH THE MARKETING PATHWAY AT THESE

INSTITUTIONS

- Grambling State University
- Louisiana State University
- LSU in Shreveport
- Louisiana Tech University
- McNeese State University
- Nicholls State University
- Southeastern Louisiana University
- Southern University and A+M College
- University of Louisiana at Lafayette
- University of Louisiana at Monroe
- University of New Orleans

