



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 marketing
- Transfer in with a guarantee that all 60 credits will apply to your bachelor's degree

DID YOU KNOW?

You can earn credit for a course through accelerated programs, like:

- Dual Enrollment
- Advanced Placement
- International Baccalaureate
- Prior Learning Assessment
- College Level Examination Program



Talk to an advisor at your college today!





FIRST 60 CREDITS IN MARKETING

Subject	Required Courses	Common Courses Numbers if applicable
Business	Intro to Business OR Business Law Business Statistics II Business Calculus Intro to Financial Accounting Intro to Managerial Accounting	CBUS 1003, CBUS 2103, CBUS 2313, CACC 2113, CACC 2213
English	Composition I and II	CENL 1013, CENL 1023
Fine Arts	One Fine Arts Elective*	
Humanities	Public Speaking Two Humanities Electives*	CCOM 2013
IT	Three credits of IT elective that covers at least 50% Excel*	
Math	Intro Statistics College Algebra	CMAT 1303, CMAT 1213
Natural Sciences	One Life Science, one Physical Science, and chose one more course in the same discipline from either*	
Social/Behavioral Science	Macroeconomics Microeconomics	CECN 2213, CECN 2223
Other	One Elective*	

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

START AT ANY OF THESE COLLEGES:



FINISH AT ANY OF THESE UNIVERSITIES:

- Baton Rouge Community College
- Bossier Parish Community College
- LSU at Eunice
- Northshore Technical Community College

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

