

Arkansas State University

College of Business

Marketing



What is Marketing?

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. *Derived from the American Marketing Association Definition of Marketing, 2013.*

Career Opportunities:

- ◆ Advertising Account Manager
- ◆ Advertising Creative Director
- ◆ Fleet or Warehouse Manager
- ◆ Logistics Buying and Management
- ◆ Sales Manager
- ◆ Nonprofit and Services Marketing

Majors Available:

- ◆ Marketing - Marketing Management Emphasis
- ◆ Marketing - Logistics Emphasis
- ◆ Marketing - Sales Emphasis
- ◆ Marketing - Int'l Business Emphasis
- ◆ Marketing Minor
- ◆ Logistics Minor
- ◆ Sales Leadership Minor

Scholarships:

- ◆ 100 Years of Marketing Excellence
- ◆ Hunt/Mello Textbook Scholarship
- ◆ Debbie Pilgrim Endowment

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