

DEPARTMENT OF BUSINESS

BACHELOR OF

BUSINESS ADMINISTRATION MARKETING CONCENTRATION

DEPARTMENT

Business

DEPARTMENTAL DESCRIPTION

The Department of Business offers two undergraduate degrees in business administration: an Associate in Science in Business and a Bachelor of Business Administration. Concentrations are offered in the areas of general business administration, management, finance and marketing. Degrees are also offered in accounting and at the master's level in business administration.

MAJOR DESCRIPTION

Students seeking a Bachelor of Business Administration (BBA) degree will complete coursework in management, marketing, business communications, business law, statistics and business policy. This program requires 124 hours of coursework to include 44 hours of general education courses, 48 hours of core business courses, 15 hours in the student's chosen concentration, and 17 hours of electives.

MARKETING CONCENTRATION

At the heart of marketing is the customer. As such, this field consistently revolves around identifying and engaging customers by satisfying their interests and needs. A concentration in marketing opens career opportunities in a broad range of fields, including advertising, retailing, sports, entertainment, sales, services, tourism and hospitality, marketing research, and public relations. Our concentration combines theoretical and applied (hands-on) approaches to prepare students to enter a dynamic field, while enhancing their confidence, interpersonal skills, and creative and critical thinking.

VALUE OF A MARKETING CONCENTRATION

A Bachelors of Business Administration (BBA) with a marketing concentration is a minimum requirement for students to progress in the fast-paced marketing field. If you are interested in entering the private, public or non-profit sector, a Cameron University BBA with a marketing concentration is a necessary first step to a successful marketing career.

ACADEMIC ADVISING FOR MARKETING CONCENTRATION

Academic advisors meet with students about their academic goals and assist in constructing a graduation plan. Advisors can also provide professional advice to assist students with targeting a career in a desired marketing field.



AMERICAN MARKETING ASSOCIATION (AMA) COLLEGIATE CHAPTER

AMA is an international professional organization for marketing practitioners, educators and students. The organization promotes education, professional development and ethical marketing practices. Students in the Cameron University chapter develop leadership and marketing skills, receive hands-on experience in the marketing field, and have opportunities to interact with marketing faculty and local professionals and companies.

THE FACTS

CAREER OPPORTUNITIES

Graduates holding a Bachelor of Business Administration (BBA) with a marketing concentration are in high demand locally, statewide and nationally. Graduates with this degree have been hired in the following areas, among others, with very competitive salaries:

- Brand Management
- Sales & Promotion
- Advertising
- Public Relations
- Sports & Entertainment
- Tourism & Hospitality
- Market Research
- Retail Marketing Management
- Supply Chain
- Non-Profit Organizations
- Governmental Agencies

MEDIAN SALARIES BY DISCIPLINE 2012

CAREER	MEDIAN PAY
Advertising and Promotions Managers	\$75,000 or more
Marketing Research & Marketing Specialists	\$55,000 to \$74,999
Marketing Managers	\$75,000 or more
Public Relations and Fundraising Managers	\$75,000 or more
Public Relations Specialists	\$35,000 to \$54,999
Sales Managers	\$75,000 or more
Sales Representatives, wholesale and manufacturing, technical and scientific products	\$55,000 to \$74,999

Source: Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2012 Edition
<http://www.bls.gov/ooh>

FREQUENTLY ASKED QUESTIONS

Will this degree prepare me for a career at the management level?

Yes! Cameron's BBA offers the competence necessary to enter business and industry at various managerial or managerial training levels. Many of our students have found success entering the workforce at supervisory levels immediately following graduation.

Are there work-study or internship opportunities available in the School of Business?

We have some work-study opportunities and an ongoing internship program with specific academic components. We assist students who are interested in internship opportunities with identifying appropriate workplace opportunities to enhance academic studies.

What kind of background and experience do the faculty have?

More than 80 percent of our faculty have doctoral degrees in their respective disciplines. In addition, many come to us with prior industry experience that informs and enhances their teaching.

The faculty in business are scholars who have attained many state and national awards and have published in nationally and internationally recognized journals. Several of them have received Fulbright Scholar awards and have taught at prestigious international institutions.



**To schedule a campus visit contact the Office of Admissions at:
 1-888-454-7600 • (580) 581-2289 • admissions@cameron.edu**

