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WHY CHOOSE MARKETING?
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One of the most sought-after majors by employers of all types, marketing is where companies, non-profits and governmental agencies meet their customers.

**WHAT TYPES OF CLASSES CAN I TAKE?**

**Consumer Behavior**
Analyze human behavior in the marketplace; understand consumer decision processes, buying patterns and consumer research.

**Creative Marketing**
Learn problem-solving techniques that emphasize creative thinking, information processing strategies, interpersonal communication and innovation.

**Professional Selling**
Analyze the ethics, functions and techniques of professional selling using a behavioral and managerial approach.

**WHAT TYPES OF JOBS CAN I GET?**

- Sales Manager
- Retail Manager/Buyer
- Product/Brand Manager
- Market Research Professional

**WHAT TYPES OF ORGANIZATIONS CAN I JOIN?**

**American Marketing Association**
AMA is the professional association for those leading the practice, teaching and development of marketing worldwide. Their focus is professional development, community service and fundraising.

**WHAT TYPE OF FINANCIAL AID IS AVAILABLE?**

Marketing majors are eligible for scholarships from the Richard Vreeland Endowment. USM’s competitive scholarships are based on academics, service and leadership and can waive up to the full cost of tuition. For more information, visit usm.edu/financial-aid.

**LET’S GET IN TOUCH.**

usm.edu/business

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