



THE UNIVERSITY
OF TAMPA

B.S. in Marketing

B.S. in International Business and Marketing

Minor in Marketing

M.S. in Marketing

MBA with Concentration in Marketing

Marketing is a diverse discipline encompassing the fields of promotion, sales, research, international marketing, services marketing and more. It involves such business-critical activities as the analysis of competitive behavior, identifying potential markets for products, overseeing product development and the management of relationships with suppliers, distributors and consumers.

What Will You Learn?

UT's **B.S. in Marketing** focuses on the domestic and global aspects of the marketing function, including strategy, research, sales management and communication. Students learn to unravel the complexities of marketing in both for-profit and nonprofit organizations, managing both goods and services. Courses cover domestic and international marketing, ethical decision-making and the role of the marketer in developing company strategy.

Topics of study include:

- Roles and functions of marketing in society
- Consumer decision-making process
- Business-to-business marketing and the organizational buying process
- Components of marketing strategy, including segmentation, targeting and positioning
- How marketing roles and functions are adapted for international markets
- Ethical and socially responsible marketing decisions and behaviors

Students may also pursue a **B.S. in International Business and Marketing**.

This option couples the marketing and international business curricula, providing an interdisciplinary global perspective. Along with in-depth coverage of marketing concepts, key program elements include language proficiency, cultural awareness and an education abroad experience. A **minor in marketing** is also available.

Another option is to supplement marketing coursework with other related areas of study such as entrepreneurship, advertising and public relations, communication and new media production.

The **M.S. in Marketing** offers a specialized curriculum that enhances career skills in marketing management, product and brand management, marketing research and sales management. UT's **MBA** program also offers a **concentration in marketing**.

Internationally Recognized Program

The Sykes College of Business is accredited at the undergraduate

and graduate levels by AACSB International (the Association to Advance Collegiate Schools of Business), an honor held

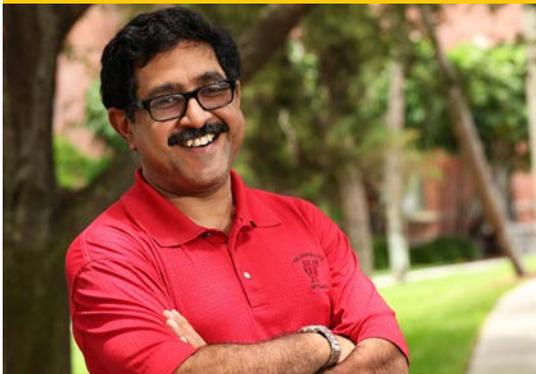
by only six percent of business schools worldwide. It is rated a top graduate business school in the U.S. by *Bloomberg Businessweek*, and since 2007 has been named among the best business schools in the world by The Princeton Review.



FACULTY

highlights

Many UT marketing professors own businesses or have corporate backgrounds. They bring valuable experience to the classroom, exposing students to new marketing concepts and tools.



Hemant Rustogi, DBA, MBA
chair/Dana professor of marketing

Hemant Rustogi, former UT Teacher of the Year, specializes in market research, international marketing, service quality, marketing strategy and international business education. He teaches courses in marketing management, customer value, international marketing and marketing strategy.



Pranjal Gupta, Ph.D., MBA
associate professor of marketing

Pranjal Gupta specializes in strategic marketing, consumer behavior and e-commerce. His research focuses on web-based consumer behavior, including trust development, search behavior and decision making. His work has been presented at national conferences and published in leading academic journals.

Experiential Learning

UT's marketing program offers valuable on-the-job experience with area businesses on semester-long projects that include market research, consulting and development of advertising campaigns. Computerized simulations allow students to experience the consequences of decisions made in product development, pricing, promotion, market research, sales compensation, cost containment and scheduling.

Internships

More than 1,000 internships are available to UT students each year, providing ample opportunity for students to get a head start on their careers. Plus, UT's location in the heart of a major metropolitan area means internships are often located within walking distance of campus. Internships provide important real-world experience that may lead to full-time employment and allow students to begin building a network of important contacts.

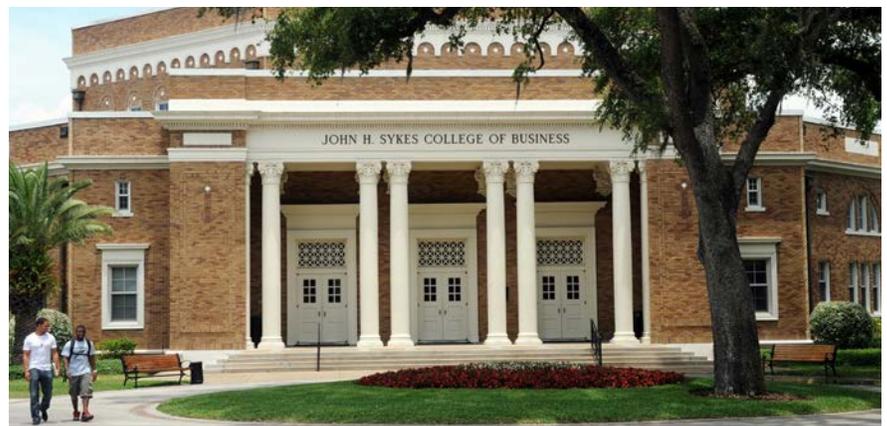
Marketing internships are arranged by a Sykes College of Business internship coordinator. Interns are often paid, and have worked in promotions, consumer product management, high-tech marketing, nonprofit marketing, market research and strategic marketing at organizations such as Bank of America, GEICO and Glazer Children's Museum.

Community Connections

Eight hundred of the region's community leaders serve on UT advisory boards, providing students with a world of professional connections to explore.

Students also interact with the business community through in-class consulting projects, guest speakers, field trips and **UT's Centers and Institutes:**

- Center for Ethics
- TECO Energy Center for Leadership
- Naimoli Institute for Business Strategy
- Lowth Entrepreneurship Center
- Florida Directors' Institute



State-of-the-Art Facilities

Within an 80,000-sq.-ft. facility, the Sykes College of Business offers students a superior learning environment, complete with SMART podiums, LCD multimedia projectors, videoconferencing equipment, wireless access, hundreds of laptop outlets and a high-tech financial trading center.

What Can You Do With This Major?

The field of marketing is one of the fastest growing, vibrant and most rewarding areas of business. Nearly one-third of today's labor force holds marketing-related jobs. This is expected to increase substantially as more firms become market driven.

Marketing graduates with good interpersonal skills, a high level of creativity and strong communication and technology skills will have the best job opportunities. In particular, employers seek those who have the skills to develop marketing plans and advertising, promotions, public relations and sales campaigns that use new media and the Internet.

Sample **job titles for marketing graduates** include:

- Marketing director
- Communications coordinator
- Promotions manager
- Product development manager
- Marketing and survey researcher
- Public relations specialist
- Marketing analyst
- Merchandise buyer

Many graduates continue their education through UT's **MBA** program (which offers a concentration in marketing) or **M.S. in Marketing** program, or at a number of other universities in the U.S. and abroad.

The 2019 annual median salary for marketing research analysts was \$63,790; for marketing managers, it was \$136,850.

BLS Occupational Outlook Handbook

Marketing Alumni Success Stories

Nicole Michaels '14

Director of Digital Marketing, Sparxoo

MaryJane Craig '13

Digital Sales Planner and Campaign Manager, Vanity Fair

Jacob Halusic '11

Business Development Manager, Tribridge

Brittany Heiss '11

Field Marketing Manager, Carbon Black Inc.

Roy Kyle '11

Financial Services Representative, Fifth Third Bank

Jess Anderson '10

Retail Operations Director, Oxford Exchange

Laura Welch '10

Supervisor of Leadership Program, GEICO

Randall Wodicka '10

Operations Manager/ACH Client, JPMorgan Chase

Jonathan Beaton '09

Director of Digital Marketing, SecurityScorecard

Joshua Tahan '08

Marketing Manager, GCA Technology Services

Janette Carter Niewiarowski '06, '07

Director of Marketing and Communications, Visit Tampa Bay

Gabrielle Perham '06

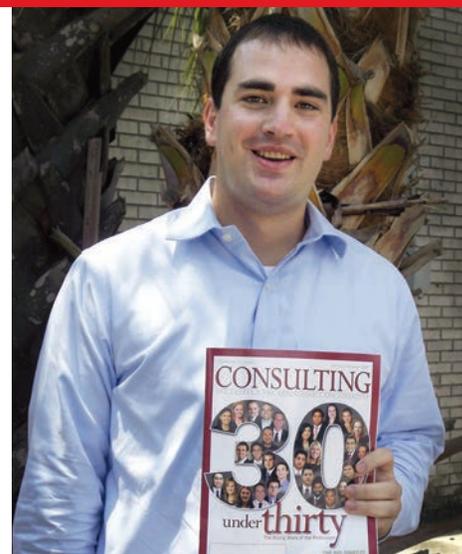
Co-Owner, Mace Multimedia

Ami Rodriguez '06

Director of Marketing and Business, TWN

Shanti Beaurline '05

Director of Digital Strategy, Mediahood



alumnus profile

Adam Jones '04

B.S. in Marketing and Sport Management

Adam Jones completed an internship with PwC during his junior year at UT, and upon graduation, the company hired him as a senior consultant. He was named one of the "Top 30 Consultants under 30" by Consulting Magazine. Now a director at PwC, he specializes in advising clients on issues related to the demand and economics of sports franchises, facilities and major events. Adam serves as North America editor of the PwC Sports Outlook and is the author of the firm's annual forecast of NFL Super Bowl direct spending. He is also responsible for the PwC Convention Center Report.



Samantha Fowler '18

Major: international business and marketing

Hometown: Belleair, FL

Activities: ELITE leadership program, Relay for Life, Delta Zeta sorority, American Marketing Association

During her time at UT, Samantha has interned with United Landmark Associates, the Florida Orthopaedic Institute and the Tampa Downtown Partnership, and has worked as a brand ambassador for Tory Burch. "My professors have furthered my passion for marketing and are incredibly supportive of my goals in the business world," said Samantha. "After graduation, I hope to get a job with a large marketing agency in New York City and to work on the creation of advertising campaigns."

Student Organizations

A dynamic student chapter of the **American Marketing Association** provides opportunities for fostering leadership and professional development skills. The group also hosts prominent speakers and raises scholarship money for marketing majors. Other student organizations of interest to marketing students include:

- Adam Smith Society (UT business honors society)
- Beta Gamma Sigma (AACSB International honor society)
- Dean's Advisory Council
- Delta Sigma Pi (international business fraternity)
- UT Entrepreneurs

- Tampa Ad Connections (associated with American Advertising Federation)
- Tampa Spotlight PR (chapter of Florida Public Relations Association)

Honors Programs

Eligible students are invited to participate in UT's Honors Program, which fosters a close-knit atmosphere among the most inquisitive, intellectually spirited and enterprising students. Innovative courses and one-on-one tutorials promote learning in ways that go beyond the classroom and regular coursework.

Phi Kappa Phi is the nation's oldest, most selective, most prestigious all-discipline honor society. Top students are invited to join in their junior or senior year.



About UT

The University of Tampa is a medium-sized, private university offering more than 200 undergraduate and graduate programs of study. UT is the school of choice for approximately 9,600 students from all 50 states and 130 countries.

Visit ut.edu/marketing for more information about the Department of Marketing and the Sykes College of Business.

