The Stamp of Approval

We are committed to excellence in curriculum, instruction, faculty and students.

For further information, write or call:
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WHAT IS MARKETING?

Marketing includes designing the features of a product of services, deciding on its price, determining where and to whom to sell it, and promoting and advertising it. It is the process of determining the needs and wants of consumers and being able to deliver products that satisfy those needs and wants. Marketing includes all of the activities necessary to move a product from the producer to the consumer. *Think of marketing as a bridge from the producer to the consumer.*

PROGRAM OVERVIEW

The Marketing Program is a 124 hours degree program that provides a basic understanding of policies, principles, procedures, and institutions involved in the movement of industrial and consumer goods. The program provides students with a foundation in sales, merchandising, consumer behavior, advertising, marketing management and market research.

WHAT CAN I DO WITH A DEGREE IN MARKETING?

The student with a specific interest in sales, merchandising, advertising, market research or similar interest may prepare a foundation for professional competence. Career opportunities in marketing are nation-wide. They are many and varied and are particularly rewarding. Here are some of the career options available to you when you complete your degree in Marketing:

- Representative
- Product or Brand Manager
- Sales Associate
- Media Planner
- Consumer Relations Manager
- Marketing Sales Manager
- Customer Service Manager
- Account Executive
- Buyer
- Distribution Manager
- Market Researcher
- Telemarketing Manager