



The Stamp of Approval

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

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SOUTH CAROLINA STATE UNIVERSITY
College of Business & Applied Professional Sciences

Marketing

"A bridge from the producer to the consumer"

Learn. Lead. Innovate.



Promoting Professionalism and Careers in Marketing



WHAT IS MARKETING?

Marketing includes designing the features of a product or 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	Customer Service Manager
Product or Brand Manager	Account Executive
Sales Associate	Buyer
Media Planner	Distribution Manager
Consumer Relations Manager	Market Researcher
Marketing Sales Manager	Telemarketing Manager

