Business Administration BS
Marketing Emphasis

The BSBA, Marketing Emphasis is designed to prepare students to market products, services and experiences opening them up to job opportunities in business and non-profit organizations, including everything from healthcare to museums, religious institutions, universities, and retirement homes. Marketing and new technology go hand in hand, so it always involves the latest smartphone techniques, digital innovations and social media trends.

Future Career Options
- Account Executive
- Brand Manager
- Content Marketing Manager
- SEO Manager
- Digital Content Specialist
- Database Marketing
- Marketing Promotions Manager
- Marketing Analyst
- Email Marketer
- Marketing Communications Director
- Procurement Manager

Career Outlook
Overall employment of advertising, promotions, and marketing managers is projected to grow 6 percent from 2019 to 2029, faster than the average for all occupations. Advertising, promotions, and marketing campaigns will continue to be essential for organizations as they seek to maintain and expand their share of the market.

Skills Developed by Degree Completion
- Create, manage and execute the communications function via advertising, public relations and the many newly emerging digital tools.
- Conduct marketing analytics, conduct SWOT analysis, and use statistical packages to solve marketing problems
- Demonstrate creativity via producing marketing content and organizing events
- Develop and leverage technology to develop and evaluate social media strategies
- Exhibit a wide range of marketing soft skills (leadership, organization, critical thinking, public speaking)

Successful alumni have gone on to fulfill many of the opportunities above. Additional possibilities are taken from the Bureau of Labor Statistics. Contact an advisor to discuss additional future career options.
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