

Position Yourself for Success!



**Consider an
in-demand
career in
marketing**



As of 2019, marketing is listed as the third best job in America according to Glassdoor.

UMSL | Business
University of Missouri—St. Louis



The future is here.

Consider your career in marketing today!



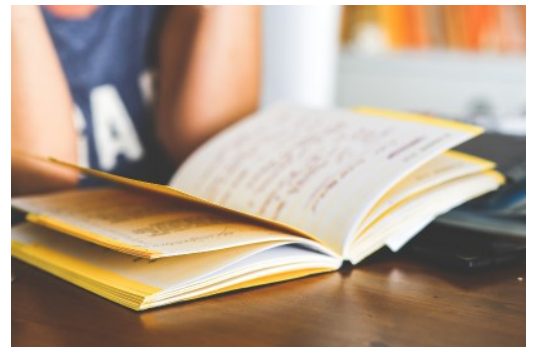
The world of marketing and communications is a quickly changing and dynamic area driven by advances in technology, artificial intelligence and mobile. At the University of Missouri – St. Louis, our mission is to prepare and equip our marketing students to be the most successful in this field. Our faculty are fully immersed in their discipline via their research, consulting and employment. The job market for marketers has never been better. In their 2019 survey, Glassdoor has listed marketing managers as one of the top 3 job opportunities in the U.S. CNBC has listed marketing as #15. It is our goal to help guide our students to success.



Our cutting edge curriculum is beyond compare.

Our courses range from the basics of marketing, which includes all aspects of the marketing mix and how they interplay in today's world, to other specialized topics including:

- Personal selling and sales
- International marketing
- CRM strategy utilizing Hubspot and Salesforce software
- Search engine optimization and paid search
- Web tracking including Google analytics
- B2B and B2C strategies



For MBA students, we take deep dives into LinkedIn advertising and Salesforce. Content strategy is also highly stressed including blogging, video production and podcasting. MBA students with a marketing emphasis also become Hootsuite certified.

Our newest & most popular courses that deliver.



CRM Strategies

MKTG 3733/5733 -- Marketing and sales rely on technology to reach more consumers on more communications channels than ever before. Tech advances have created growth venues for businesses, but have also uncovered a need for professionals who understand the intersection between marketing and technology – and how to capitalize on the opportunity. This class prepares you for this new world.

Personal Selling

MKTG 3751 -- This course presents the business-to-business and customer-focused selling processes and their application through discussion, role-play, individual and group activities. Essential skills such as the appropriate use of communication tools, effective time-management and an understanding of various selling environments are also incorporated into the course.

Digital Strategies

MKTG 3721/5721 -- The world of marketing is changing daily due to advances in technologies, specifically mobile. In this course you will learn about:

- The new 4 P's of marketing
- User experience
- Website development best practices
- Search engine optimization and paid search
- Customer web tracking including Google Analytics

Sports Marketing

MKTG 3765 -- This course examines the marketing of sports, teams, athletes and events. You will learn:

- Event/experiential marketing
- Create a marketing plan for a real sports team
- Understand sponsorship development & implementation at the community, local and national level
- Promotional licensing

Majors, minors and certificates.

Our top rated marketing department offers a variety of marketing minors and certificates for our students. We offer marketing curriculums for both business and non-business majors to allow many different students to



experience marketing courses. For non-business and non-marketing students, we have a 15-hour minor in marketing which focuses on the marketing industry as a whole. For marketing majors, we offer a 15-hour track program in digital marketing communications which emphasizes digital and social media marketing. These minors/certificates will help undergraduates students feel ready to move into the marketing industry after, or even before, graduation.

The UMSL marketing department also offers graduate certificates for those looking to engage in a specific area. One of the graduate marketing certificates is the Graduate Certificate in Digital and Social Media Marketing. This 12-hour program emphasizes the use of digital and social media marketing in a business organization. Our certificates offer an advanced curriculum with expert faculty that helps educate and inform you about the marketing world. In the college of business, you can get the following marketing majors, minors and certificates.

Undergraduate offerings

- Minor in Digital and Social Media Marketing for non-marketing and non-business majors
- Minor in Marketing for non-marketing and non-business majors
- Track/Certificate in Digital and Social Media Marketing for marketing majors
- Sales Leadership Certificate for all majors (Spring 2021)

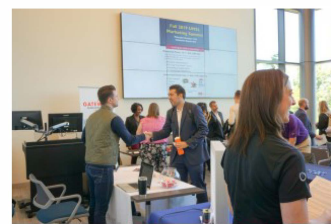
Graduate offerings

Certificate in Digital and Social Media Marketing

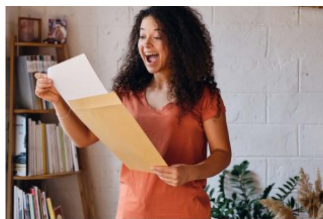
Events, boards, experiences, expert faculty.



Conferences and Summits



Career and Internship Fairs



Scholarships



Marketing Advisory Board



Marketing Club



Student Run Podcasts and Blogs



UMSL Business Faculty



Non-Credit Programs



Mentorship UMSL



Marketing and sales Leadership Institute



For more information visit: www.rebrand.ly/businessmarketingUMSL



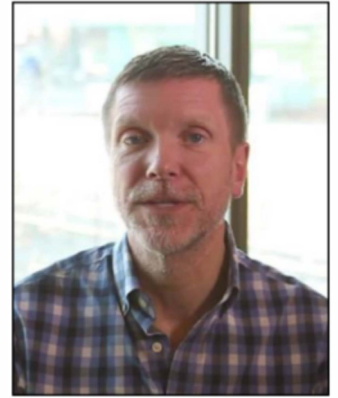


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We have that covered!

- Award winning faculty
- Cutting edge curriculum
- Industry board members
- Mentoring programs
- Intern and career fairs
- Graduate assistantships
- Marketing scholarships
- Marketing club
- Non-credit offerings
- Minors and certificates
- Student conferences

UMSL | Business

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INSTEAD OF THINKING OUTSIDE
THE BOX...

GET RID OF THE BOX.



-- DEEPAK CHOPRA