



PROGRAM SNAPSHOT

- On-campus
 - 120 Hours
 - Accredited by the Accreditation Council for Business Schools and Programs (ACBSP)
 - Micro-credential options available.
- Speak to an advisor for more details.

UNIVERSITY FAST FACTS!

2nd most affordable university in Texas*

60+% full-time undergraduates receive gift or grant aid

15:1 student to faculty ratio

Ranked one of the most ethnically diverse schools in the US

Dedicated admission, financial-aid and academic advisors assigned to you

**According to avg. tuition and fees; 2019 Texas Public Higher Education Almanac*



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS™

WHAT IS MARKETING?

Marketing is the process of teaching consumers why they should choose your product or service over those of your competitors, and is a form of persuasive communication. It is made up of every process involved in moving a product or service from your business to the consumer. Marketing includes creating the product or service concept, identifying who is likely to purchase it, promoting it, and moving it through the appropriate selling channels. There are three primary purposes of marketing:

- Capturing the attention of your target market
- Persuading a consumer to purchase your product
- Providing the customer with a specific, low-risk action that is easy to take

If the objective of your business is to sell more products or services, then marketing is what helps you achieve that goal! Anything that you use to communicate with your customers in a way that persuades them to buy your products or services is marketing, including advertising, social media, sales, and even how products are displayed.

APPLICATION CHECKLIST

- » Apply for admission via applytexas.org
- » Pay non-refundable application fee
- » Submit official transcripts from all previously attended college-level institutions

UNDERGRADUATE ADMISSION REQUIREMENTS

- » Minimum 2.0 cumulative transfer GPA on a 4.0 scale
- » Minimum 30 academic, college-level transferable hours
- » Must be eligible to return to all previously attended institutions

SCHEDULE YOUR VISIT!

TAMUCT is located near the intersection of State Highway 195 and State Highway 201 near the Killeen-Ft. Hood Regional Airport.

DAILY TOURS

We offer both individual and group tours! Individual tours occur Tuesdays, Wednesdays, and Fridays. All tours depart from Warrior Hall Room 211.



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS™

1001 Leadership Place, Killeen, TX 76549
(254) 519-5438 ★ tamuct.edu
recruiting@tamuct.edu #00002

Bachelor of Business Administration MARKETING

HOME OF THE *WARRIORS*



MAKE AN IMPACT WITH A DEGREE IN MARKETING

Hands-on and student-centered, a BBA in Marketing will fast-track you to a dynamic and rewarding career.

Get ready to meet the needs of consumers in a highly competitive, global digital marketplace. Companies and organizations want employees who understand how to create real customer value and develop customer relationships. As a BBA Marketing student, you will engage in market research, product innovation, promotional campaign design, and multi-channel brand communications.

Career Choices

- Advertising Account Executive
- Market Research Analyst
- Consumer Behavior Analyst
- Brand Manager
- Sales Manager
- Product Development Manager
- Marketing Manager
- Public Relations Director
- Promotions Manager
- Digital Marketing Manager

COMPANIES THAT HAVE HIRED TAMUCT MARKETING GRADUATES:

- Accenture
- KWTX
- The Boys and Girls Club of Central Texas
- Centex Technologies
- Facebook
- Gerson Lehrman Group



BIG RESULTS LEAD TO BIG OPPORTUNITIES

As a graduate of the BBA in Marketing program, you will:

- Engage with a variety of cutting-edge, technology-driven marketing approaches, including search engine optimization (SEO), customer relationship management (CRM) platforms, and digital marketing.
- Develop the marketing skills and learn the marketing language necessary to engage professionally and effectively in a variety of industries.
- Learn to create compelling brand stories through persuasive communication techniques that highlight the inherent value of an organization's offering.
- Develop a deep understanding of how customers think, behave, and make decisions to help organizations effectively market to customers by using impactful, relevant messaging.

HIGHLY MARKETABLE SKILLS

- Research - Experience engaging in creative and systematic research to work to understand a product, market, or customer, either before building a new solution, or to troubleshoot an existing issue.
- Communication Skills - The ability to convey information to another effectively and efficiently.
- Teamwork / Collaboration - Collaboration and teamwork require a mix of interpersonal, problem-solving, and communication skills and are needed for a group to work together towards a common goal.
- Creativity - Creativity is a mental characteristic that allows a person to think outside of the box, which results in innovative or different approaches to a task.
- Problem Solving - Problem solving consists of using generic or ad hoc methods, in an orderly manner, for finding solutions to problems.

Contact your Academic Advisor • 254.501.5967 • coba-advising@tamuct.edu

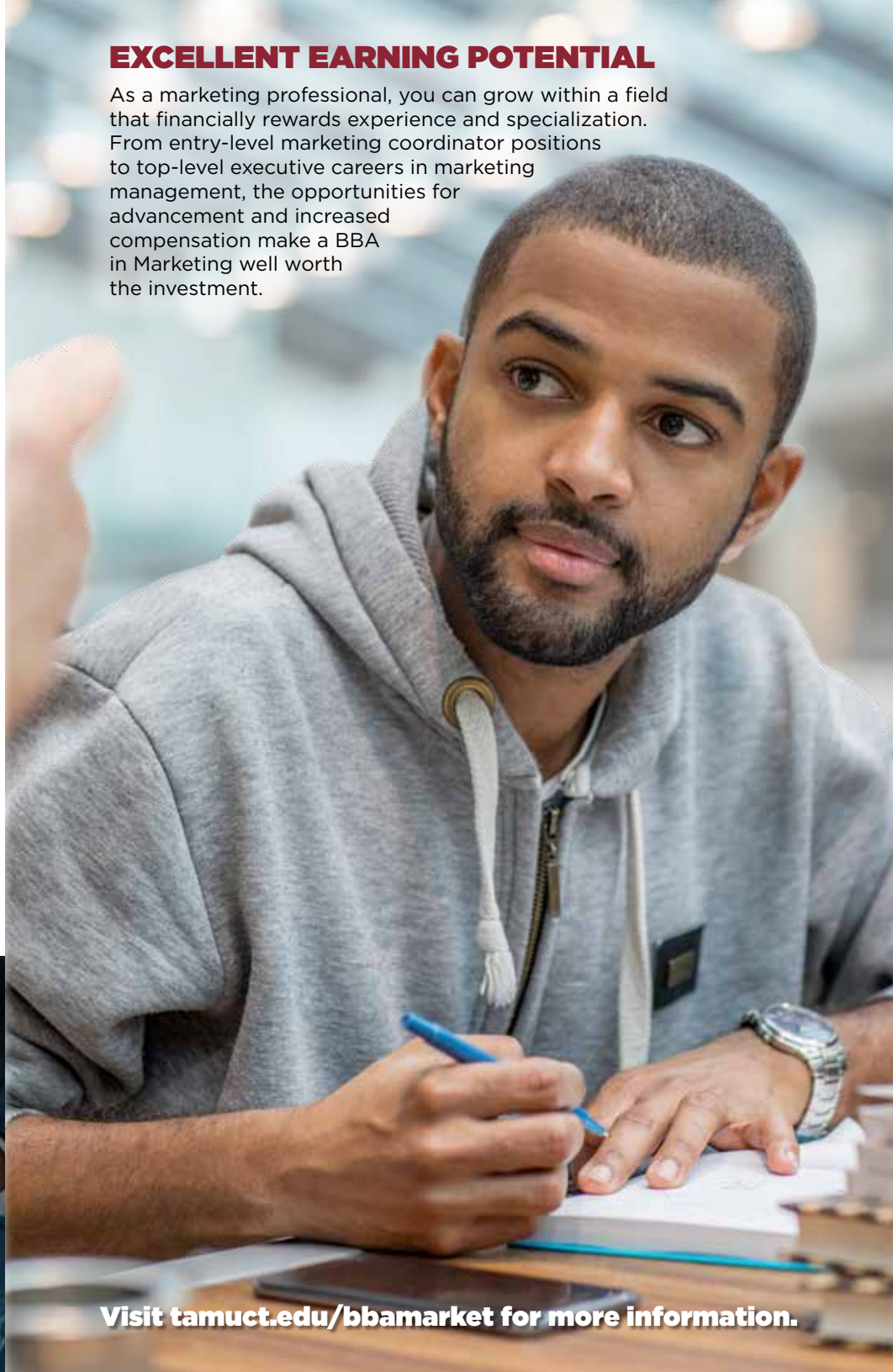
COLLEGIATE STUDENT ORGANIZATIONS AT A&M-CENTRAL TEXAS: AMERICAN MARKETING ASSOCIATION

Collegiate student members can increase their understanding of the marketing profession, engage in career development activities, and develop valuable skills by joining the Collegiate Chapter of the American Marketing Association (AMA). AMA collegiate members gain valuable leadership experience by actively participating in chapter activities and serving in officer or committee positions.



EXCELLENT EARNING POTENTIAL

As a marketing professional, you can grow within a field that financially rewards experience and specialization. From entry-level marketing coordinator positions to top-level executive careers in marketing management, the opportunities for advancement and increased compensation make a BBA in Marketing well worth the investment.



Visit tamuct.edu/bbmarket for more information.