



Marketing

The Campbell program prepares marketing leaders for the opportunities and challenges facing our global, digitally connected society. Our strategies reflect our values. We develop each student's critical thinking and problem-solving ability by appraising industry best practices, emerging trends and data analytics;

Students gain the leadership skills and self-confidence to deploy projects that emphasize written and oral communication skills. Through participation in learning opportunities at regional companies, students graduate ready to join the workforce.

How Campbell Leads

- Campbell's location provides close proximity and access to Raleigh and the Research Triangle area, which has one of the fastest growing economies in the nation, particularly in the technology, life sciences, gaming and healthcare industries.
- Campbell Business has a physical presence at HQ Raleigh in downtown Raleigh, where students can engage with entrepreneurial community and start-up organization at the region's leading entrepreneurial co-working space. Not only can they attend workshops and events, student can also Campbell courses at HQ Raleigh.
- Students are encouraged to participate in the American Marketing Association, where they have opportunities to network with marketing professionals and compete in national competitions and conferences.
- The marketing program is strongly committed to digital analytics and media, providing free access to top statistical and data analytical programs are available for projects inside and outside the classroom.
- In-house Career Center connects students with tools and resources to help them land valuable internships and full-time employment after graduation.
- Marketing faculty are active in Study Abroad, inspiring students to take advantage of these and other travel/study opportunities.

COURSES

With five core classes and three marketing elective classes, students can choose from a variety of innovative courses to pursue topics they are passionate about. Options include entrepreneurship, data analytics, marketing practicum, negotiation and more.

View curriculum information at courses.campbell.edu.

RESOURCES

- Internships available through CU Hired
- Free access to statistical and data analytic software and research tools needed for class and beyond, including Excel, Tableau
- Travel and study abroad opportunities

CAREER OPPORTUNITIES

- Marketing manager
- Public relations – in business as well as non-profits
- Social media manager
- Media planner
- Fundraiser
- Sales manager
- Sales representative
- Market research analyst

POPULAR MINORS

- Art/graphic arts
- Psychology
- Communication
- Management
- Social Entrepreneurship