

Bachelor of Business Administration in **MARKETING**



Earning Potential

According to the U.S. Bureau of Labor Statistics (BLS), the median salary in Texas for:

- Marketing Specialist and Marketing Research Analyst is **\$70,600**
- Marketing Manager is **\$141,550**

Delivery Options

- Downtown
- Northwest
- Online

Contact

GMSC Department Chair:

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Marketing is a critical need for businesses, here and across the world.

Careers in marketing involve a large variety of activities using a range of different skills and talents. Those who want to emphasize their creativity may enjoy the promotional aspects of marketing including personal selling, advertising and marketing strategy. Others whose abilities are more quantitative may prefer pricing, distribution and marketing research.

According to the U.S. Bureau of Labor Statistics, the job growth for market research analysts and marketing specialists has been predicted to increase by 22 percent between 2020-2030. This is considered to be much faster than the average employment growth compared to other occupations

About the Program

The AACSB-accredited BBA in Marketing is designed to allow students the freedom to hone their individual skills and talents in marketing while also providing the broader marketing fundamentals needed for a wide range of careers in marketing.

Wherever students' interests lie, there are careers in marketing to match. In addition to the vast array of jobs in the private sector, students interested in working in governmental agencies and nonprofit organizations will find that marketing majors are sought by these employers as well.

The Marketing BBA is a 120-hour-credit program comprised of 42 hours of Common Core Requirements, 48 hours of Business Core Requirements, and 30 hours of Marketing Major Requirements.

All of the BBA programs of the College of Business are accredited by the Association to Advance Collegiate Schools of Business-International.

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Affiliated Student Organizations

Beta Gamma Sigma is the national business honorary society recognized by AACSB-International. Its mission is to encourage and honor academic achievement and personal excellence in the study and practice of business. Each year, the UHD chapter invites juniors and seniors, who rank in the top 10 percent of their class, to join.

American Marketing Association is the premier professional marketing organization; and the Houston chapter is currently the nation's largest. UHD students, who are AMA collegiate members, have the opportunity to put classroom theory to practice strengthening marketing knowledge and practical experience through professional development events, social networking activities, and community service projects.

Scholarships

Justin Alejandro Ortiz Memorial Scholarship: An academic merit scholarship in honor of Justin A. Ortiz is provided to full-time students majoring in marketing who are in financial need of their education. Applicants should write a brief statement describing how earning a degree will empower them to give back to the community. Please, for more information on this scholarship or other MDCOB scholarships check out this link: <https://bit.ly/UHDMDCOBScholarships>.



Next Steps

Applicants must complete and submit all of the following items:

- Apply for admissions online uhd.edu/apply
- Submit your \$50 application fee
- Apply for Financial Aid fafsa.gov
- Fulfill Testing Requirements uhd.edu/testing
- Get Advised and Register uhd.edu/academics/advising
- Pay for Classes uhd.edu/cashiers
- Prepare for Class



Scan QR Code or visit
uhd.edu/marketing
for more information