

Marketing

Marketing is a vital function of successful organizations in the 21st century. The business climate is smarter and more globally sophisticated. Organizations that are innovative, creative, and committed to solving customer problems will rise to the top. Numerous leaders in the business world have marketing backgrounds because they understand the importance of staying focused on the customer.

Connecting business to consumers. Marketing is so much more than buying and selling—it's about facilitating exchanges. The marketing program at St. Ambrose provides you with an in-depth knowledge of enduring principles and concepts that are brought to life by real-world marketing examples and actual business experiences gained through outside marketing projects, case studies, field trips and computer simulations.

A curriculum shaped by business needs. At St. Ambrose, you'll find a comprehensive marketing curriculum that stresses analysis and communication, emphasizes both theory and practice, and is shaped by the needs of the business community. Our Marketing Department fosters close ties with our corporate partners to provide a wealth of practical expertise, a variety of internship opportunities and top job prospects for the future.

Excellence and innovation. Most importantly, St. Ambrose focuses on maintaining a collaborative, team-oriented community of people who value excellence and innovation in business education, who want to make a difference in the world around them, and who believe in the power of ideas.

Realize your potential. In pursuing a marketing degree at St. Ambrose, you will be challenged to focus on success—success for your customer, success for your organization, and success for yourself. The sky is the limit and we will help you realize your potential!

Career Outlook

Future career prospects for marketing professionals appear to be very strong:

- The job market for marketing research analysts is among the fastest-growing in the nation, with a growth rate of 23 percent from 2016 through 2026, according the Bureau of Labor Statistics. It is ranked No. 1 among business jobs by *U.S. News & World Report*. According to the Bureau of Labor Statistics, median salary in 2017 is \$63,230.
- The position of public relations specialist is ranked No. 1 in the *U.S. News & World Report* 2014 ranking of Best Creative Jobs.
- CareerPlanner.com cites marketing among the prime career avenues for “advancement to the highest ranks.”



- Marketing managers rank 5th on a CareerOneStop chart of median salaries while public relations managers rank 18th and advertising and promotions managers 25th.
- Meeting, convention and business planner, a relatively new specialty position in marketing, is the third fastest-growing job in the country. It is predicted by the Bureau of Labor Statistic to grow by 11 percent by 2026.

Career Opportunities

The potential career options of a marketing major are endless: advertising, marketing research, professional sales management, marketing strategist, account executive, social media marketer, media consultant, customer relationship manager, and consumer behavior specialist. A major in marketing can also lead to career opportunities in product management, industrial marketing management, sales, retailing or consulting. These are just a few of the many opportunities available to professionals with a marketing background.

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Ambrose Advantages

Win-win relationships. Throughout your marketing studies at St. Ambrose, you will learn from faculty who have academic expertise in the discipline as well as practical experience in the business world. In our classes, we engage students in the process of developing marketing plans and strategies and partner with organizations in the community. We promote win-win relationships by engaging our students to the outside world while we help our community organizations become more successful.

Help with connections. Students learn in small environments—usually 15–18 students per class. Professors meet with individuals and small groups outside class in the Rogalski Center (student union). Through the student-driven SAU Marketing Club, faculty accompany students on trips every semester to major metropolitan cities (e.g. Chicago, Minneapolis, St. Louis, New York), giving students exposure to the problems faced by ad agencies and corporate marketing departments. Faculty members and our Career Center are able to connect students with internships and employment opportunities. Students and faculty learn from each other in our program.

Alumni Success Stories

Twyla Pereira '18

Bachelor of Arts in Business Management & Marketing

Twyla launched her Ambrosian education with a management major, then added marketing when she discovered it would only take one more class to make her minor a second major. Twyla says our comprehensive business programs made it easy to expand her education and dual major. Today, as an HR Administrator and Safety Manager at George Evans Corporation, she is building on the foundational education she received at SAU.

"I have so many options. The skills I gained are highly valued in any industry."

Where Some of Our Graduates Work

Some of the places where our marketing graduates work include:

- > American Academy of Sleep Medicine, membership coordinator
- > Augeo Affinity Marketing, director of corporate marketing
- > Bradley University, VP for enrollment management
- > Bush Construction, marketing coordinator
- > Central Petroleum Equipment, vice president sales and marketing
- > Edwards Creative Services, director sales and marketing
- > Flexsteel Industries, retail development coordinator
- > Fooda, account executive
- > Gannett, account manager
- > Groupon, merchant development director
- > Happy Joe's Pizza, marketing director and owner
- > HON Company, solutions account associate
- > Iowa 80 and CAT Scale Company, digital marketing manager
- > Iowa College Foundation, vice president for development
- > John Deere, product specialist
- > LANSA, marketing manager
- > Modern Woodmen of America, marketing analyst
- > Motorola Mobility, talent acquisition coordinator
- > Nielsen, senior research analyst
- > Redstone Content Solutions, sales/marketing business strategist
- > Ruhl & Ruhl Realtors, realtor and marketing professional
- > TAG Communications, digital analyst
- > UnityPoint Health Trinity, associate director of development
- > Wahl Clipper Corporation, marketing product coordinator

Your Career: Networking, Internships and Jobs in the Quad Cities

The Quad Cities is a welcoming and fun place to live as a college student. More than that, it offers a great community to help you prepare for—or even start—your career. The Mississippi River has long been a driving force behind Quad Cities' commerce and industry. And with its prime location on the Interstate-80 corridor, the region continues to grow as a center for business and technology.

The Quad Cities is home to Fortune 500 corporations and start-up entrepreneurs. Deere, Arconic, HON, Kone, Modern Woodmen of America and many other companies that span the globe have headquarters, branches or administration centers in the Quad City region. These organizations contribute to the Quad Cities' growing reputation as a center for business and technology, and provide exceptional opportunities for networking, internships and jobs.

Get in Touch With Us Today

We invite you to visit St. Ambrose to learn more about the opportunities here. Our quality academic programs provide one of the best private education values in the Midwest. Check it out for yourself: contact our Admissions Office, 563-333-6300 (toll-free 800-383-2627) or admit@sau.edu, or go online to www.sau.edu.

St. Ambrose University offers a Bachelor of Arts in Marketing. A minor also is offered in this discipline for non-business majors. For complete curriculum information and course descriptions, consult the Course Catalog at www.sau.edu/catalog.