





# Marketing // MAJOR MAP

Bachelor of Science



Southwest Baptist  
UNIVERSITY

	FRESHMAN	SOPHOMORE	JUNIOR	SENIOR
 <p><i>Grow</i> <b>ACADEMICALLY</b></p>	<p>Investigate introductory courses like BUS 1193 Business Calculus, BUS 1013 Introduction to Business, and CIS 1103 Computer and Information Management.</p> <p>Familiarize yourself with your department by getting to know the professors and students.</p>	<p>Explore career goals with your advisor and consider a double major, adding a minor, or even an early entrance into the MBA program during your senior year.</p> <p>Begin researching and applying for relevant internships. During this year, discover more about business by engaging in courses that make up the Business Core and maintaining a minimum 2.25 GPA in these courses.</p>	<p>Consider what internships are available. Continue engaging in the Business Core as well as major specific courses.</p> <p>Strive to be in the top 20% of your class for entrance into Delta Mu Delta Honor Society.</p>	<p>Senior Capstone MGT 4083 Strategic Management, LDR 4043 Ethics and Professional Development, and the Major Field Test will help bring your academic experiences together and prepare you for your desired career path upon graduation.</p>
 <p><i>Pursue</i> <b>SERVANT LEADERSHIP</b></p>	<p>Participate in student organizations and professional associations like Sentrepect, Jumpstart, Phi Beta Lambda (PBL), and Financial Management Association (FMA).</p>	<p>Take more responsibility in your extra-curricular activities. Engage in your student organization and consider a leadership role within Sentrepect, PBL, or FMA.</p>	<p>Demonstrate servant-leadership by making new members feel welcome and pursuing project leader/officer positions in your organization.</p>	<p>Spread the word about what clubs/organizations/events you have enjoyed and help others to get connected on-campus.</p>
 <p><i>Embrace</i> <b>OUR GLOBAL SOCIETY</b></p>	<p>Visit SBU's Center for Global Connections to learn about global service opportunities.</p> <p>Participate in service opportunities with PBL throughout the year.</p>	<p>Compete and travel with PBL.</p> <p>Are you interested in studying abroad? Ask your advisor or Career Services about study abroad opportunities.</p>	<p>Compete and travel with PBL.</p> <p>Consider taking an international trip with the SBU MBA program.</p>	<p>Assess what opportunities, locally and globally, are available upon graduation.</p>
 <p><i>Plan for</i> <b>YOUR FUTURE</b></p>	<p>Discuss your career interests with an advisor and research job options so that your goals can form your class selection, choice of minor, and internship research.</p> <p>Apply for Robert W. Plaster College of Business scholarships.</p>	<p>Attend the Robert W. Plaster College of Business career fair held each semester.</p> <p>Pursue internship opportunities by networking at career fairs held on campus.</p>	<p>Consider applying for the Woods Internship Program. Each year, two students get the opportunity to pursue a management internship program for up to two years, as well as qualify for the Woods scholarship.</p> <p>Consider the option of continued education at SBU through the MBA program.</p>	<p>Identify and ask individuals if they will write you letters of reference/recommendation.</p> <p>Finalize your résumé and cover letter.</p>

## CAREER POSSIBILITIES

- Marketing Manager
- Event/Meeting Planner
- Brand/Product Manager
- Fundraiser
- Marketing Assistant
- Market Research Analyst
- Public Relations Specialist
- Marketing Specialist
- Account Manager
- Marketing Coordinator
- Survey Researcher
- Development Officer
- Advertising Manager
- Brand Manager
- Promotions Manager
- Social Media Manager
- Media Planner
- Media Buyer
- Content Strategist
- Web Content Manager
- Market Researcher