

MARKETING

Marketing is the study of what motivates consumers and how to influence them. Through internships and projects with real clients, marketing majors at RWU build creative and analytical skills, understand consumer desires and behavior, and develop brand strategies. Students learn how to build integrated communication plans and execute strategy development.

STUDENT EXPERIENCE

Learn and Do More at RWU

With a focus on experiential learning at RWU, marketing majors can:

- Partner with community organizations and businesses to solve problems that matter to them. For example, RWU students have worked with nonprofit youth program Riverzedge Arts to analyze data on program quality and have helped a town government develop plans to motivate citizens to recycle more.
- Put their business strategies to the test at collegiate competitions. Students compete in the National Student Advertising Competition to create original marketing strategies and pitch an advertising campaign. At the Association for Information Systems (AIS) annual analytics challenge, students crunch actual data sets and present their ideas for solving a business problem.
- Analyze case studies about real companies to determine what works and doesn't work when it comes to operating a business and resonating with consumers.



- + Are you passionate about the latest consumer trends?
- + Are you interested in the way companies like REI and Coca-Cola tell their stories on Instagram and build a large following?
- + Does it fascinate you to think about the way people make purchasing decisions?

CAREER OUTLOOK

RWU **marketing** alumni are working in a variety of fields:

- Advertising and Public Relations
- Digital and Social Media Marketing
- Marketing Research
- Brand and Product Management
- Retail and Fashion Merchandising
- Sales and Sales Management
- Non-Profit Marketing
- Sports Marketing

ALUMNI SPOTLIGHT

“Marketing is such an umbrella term and I was able to find what I truly loved through all the different types of marketing classes at RWU. The marketing department really helped me find my niche.”

Brianna Smith '16
Creative Strategist
Digital Surgeons



CURRICULUM

The Marketing program offers two distinct paths of study that will make you stand out to employers and prepare you for a successful career. Both tracks include the Business Core curriculum, which provides a strong foundation in all aspects of business, from the principles and theories of enterprise to accounting, economics, management, finance and marketing.

Communications Track

If you are interested in a career in consumer-facing marketing such as advertising and brand management, this track will build a strong set of communication skills and develop professional expertise. You'll explore how brands are built and what makes brands resonate with consumers. You'll learn how to craft a strong brand identity that drives effective advertising and powerful marketing content.

Analysis Track

Students will learn how to plan and conduct market research, as well as how to analyze and report the results. Students develop both quantitative and qualitative research skills, using the tools and techniques employed by professionals, and learn how to ask the right questions to probe for deeper insights into consumers' minds and behavior. Hands-on projects with companies and nonprofit and community organizations prepare you to pursue a variety of career paths.

Special Courses

With both programs, you'll get to choose from a number of electives, including:

- Geographic Analysis of Data
- Business Ethics
- Advertising Campaigns Research & Practicum

Get a Great Internship

RWU students have interned and/or are employed at:

- '47
- Alex & Ani
- Boston Red Sox
- Citizens Bank
- Digitas
- Disney
- Havas Media
- L'Oreal USA
- NBC Universal
- New England Patriots
- TJX Corporations
- US Sailing

Earn your BA/BS and MBA in 5 years

Interested in getting an MBA? The accredited 4+1 Master of Business Administration program allows you to earn both the B.S. and MBA degrees in just 5 years. Some features of the program include strategic thinking, problem solving, data analytics and leadership skills to thrive in a competitive business environment. A required internship and international study component provide practical, real-world experience that prepares you for a successful career anywhere in the global economy.

 rwu.edu/go/MBA

Add Credentials to Your Résumé

Our programs in the fast-growing areas of business analytics and risk management can complement any business major. The business analytics minor teaches you how to make effective decisions using data analysis and data visualization, while our three-course Certificate in Risk Management focuses on how organizations protect themselves from a variety of risk challenges, including cyberattacks, natural disasters and terrorism.

 rwu.edu/go/risk-management

OVER 80% OF RWU STUDENTS GRADUATE WITH MORE THAN JUST A SINGLE MAJOR

RWU students have paired **marketing** with:

- Graphic Design
- Web Development
- Management
- Global Communication
- Psychology