

**MICHELLE, '20**

Marketing

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**Benedictine University**
Daniel L. Goodwin
College of Business

A Flexible Curriculum

The marketing curriculum offers a wide array of coursework, so students can select courses that fit their personal interests. Students receive a well-rounded education while also being encouraged to find their niche within the marketing world – whether that be in digital marketing, integrated web intelligence and analytics, promotional strategy/integrated marketing communications, consumer behavior, social media, or sports marketing.

The Latest Trends

Students gain hands-on experience with software programs and cloud-based tools that are becoming essential to making data-driven decisions. From Google Analytics and Salesforce to social listening platforms, our students build a personal portfolio of skills that keep them at the forefront of the latest technology used throughout the marketing industry.

Experiential Learning

Throughout their undergraduate careers, students work in small teams to solve real-world problems for local companies. Our students gain experience developing in-depth marketing plans and promotional strategic plans that give them a better idea of what their careers will be like after graduation and make them more marketable to potential employers.

SAMPLE COURSES:

- MKTG 2244: Intro to Web Analytics (Google Analytics)
- MKTG 3347: Social Media Marketing
- MKTG 3348: Content Development and Search Engine Optimization
- MKTG 4330: Promotional Strategy

SIMILAR MAJORS:

Management and Organizational Behavior, Business Analytics, Graphic Arts and Design, Communication Arts, Writing and Publishing

MARKETING ALUMNI

Our alumni work at both large and small marketing/advertising agencies, in corporate retail marketing departments, and for software companies.

WHY STUDY MARKETING AT BENEDICTINE?

Marketing majors at Benedictine participate in a program that incorporates traditional marketing principles as well as cloud software and social media applications. Students earn highly sought-after credentials by developing actual marketing plans, working with real clients, and earning software badges and certifications that are prized by employers. Courses in the marketing program are both academically rigorous and project-based. As marketing majors, students receive a strong foundation in the business system and in-depth coverage of the decision-making process on product, price, promotion, and marketing channels. Students also have the opportunity to join the collegiate chapter of the American Marketing Association (AMA) at Benedictine. This well-respected professional marketing organization also works with area companies on real-world marketing projects.

FOR MORE INFORMATION, VISIT BEN.EDU/COB

DANIEL L. GOODWIN COLLEGE OF BUSINESS

The Daniel L. Goodwin College of Business is a welcoming community comprised of dedicated faculty, staff, students, and alumni. We are proud of our strong foundation which is based in the Benedictine values of maintaining a high level of integrity, discipline, and a continuous yearning for advancement. Our faculty are excellent teachers, researchers, and practitioners with many years of business and managerial experience. We prepare our students for career success through engaged learning with close faculty and student interaction, applied experiential opportunities, and in-demand, competitive programs. The Goodwin College of Business is committed to helping our students achieve academic and professional excellence.



4+1 PROGRAMS

Undergraduate students in the Goodwin College of Business have the opportunity to earn a master's degree from BenU with just one year of additional study.



CAREER FOCUS

Goodwin College of Business students benefit from working with the College's own internship coordinator for help in securing job shadowing experiences, internships, and full-time employment.



B.B.A. DEGREES

Our graduates earn a Bachelor of Business Administration (B.B.A.) degree – a business-focused, undergraduate management degree that is considered to be a solid foundation for earning an M.B.A.

The Daniel L. Goodwin Hall of Business is the newest and largest academic building on campus. The 125,000-square-foot building was completed in 2015. It features a 6,000-square-foot global hall with a live digital stock ticker; a billboard-sized multi-screen high-definition media wall; a 40-seat state-of-the-art financial trading lab; a 600-seat auditorium for presentations and guest speakers along with our Goodwin Hall Coffee Shop, proudly brewing Starbucks.

“Prior to graduation, an alumnus visited the Investment Club to discuss an internship opportunity with JPMorgan Chase & Co. Upon successful completion of the internship, I was offered full-time employment at the company, which is an opportunity only made possible through the success of other alumni.

My time on the soccer team helped me learn to compete at the collegiate level, which was an invaluable lesson that prepared me for my career. In contrast to high school, both your coaches and your teammates are adults, which is rather similar to the workplace. Athletics taught me when to lead, when to follow, and how to play to my strengths. These lessons are ones I use each and every day when interacting with my team at work.”

TYLER ZACHARY, B.B.A.'12, FINANCE

Business Finance Manager at JPMorgan Chase & Co.



MAJORS WITHIN THE GOODWIN COLLEGE OF BUSINESS

Accounting+
Business Analytics+
Business and
Economics+
Entrepreneurship+
Finance+

International Business
and Economics+
Management and
Organizational
Behavior+
Marketing+

GET INVOLVED *College-Related Student Clubs and Organizations*

Accounting Club
American Marketing Association (AMA)
Investment Club

+ Denotes majors that are also available as minors