

B.A. Marketing | Major Map

2022 GRADUATE CAREER OUTCOMES

Based on information from 94% of graduates within the School of Business

96% Secured Employment

100% Admitted Into Graduate School or Professional Program

POPULAR CAREERS

- **Sales & Promotion:** sales agents, customer service associate, online merchant, trade promotion manager
- **Management:** marketing strategy manager, team leader
- **Market Research:** Data collection agent, survey conductor, data analyst, evaluation designer
- **Public Relations/Advertising:** public affairs official, writer
- **Entertainment Marketing:** event coordinator
- **Media:** publisher, social media manager, broadcaster
- **Insurance:** risk insurance, underwriter
- **Real Estate:** residential broker, appraiser, developer
- **Social Media Management:** content planner, blogger, search engine marketer, community manager

POPULAR EMPLOYERS

Advertising agencies, colleges & universities, corporations, health care systems, nonprofit organizations, hospitality & tourism companies, publishers, theaters, insurance firms, trade & industry associations, magazines, festivals

SIGNATURE EXPERIENCES

• Internships

- Epicosity
- Fresh Produce
- Lawrence and Schiller
- Lemonly
- Levitt at the Falls
- Make-A-Wish South Dakota
- Sanford Health
- Sioux Falls Arts Council
- Start Up Sioux Falls
- The Event Company
- Veza
- Wolvii Records

• Service Learning

- Political advertising campaigns
- Create a marketing plan for a local nonprofit organization's event

• Example Research Topics

- Why Craft Beer? A Market Analysis of the Craft Beer Industry

• Study Away

- Browse the list of current offerings at augie.edu/StudyAwayPortal, and contact the IPO to discover opportunities related to your vocational goals.



WHY STUDY MARKETING?

From research to creative execution, marketing is a broad field with many opportunities. Marketing majors meet and work with for- and not-for-profit professionals as they learn to research and write marketing plans, manage projects and enter competitions. You may assist with fundraising efforts, research global markets for U.S. companies, design social media campaigns, plan events, create content for podcasts or blogs, assist with strategic planning, brand new products and analyze Big Data. Marketing alumni report they are well prepared to lead marketing agencies, work in sales careers, research trends in business and operate inside large and small, historic and start-up corporations to successfully support products in the marketplace.

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FIRST YEAR

MIDDLE YEAR(S)

LAST YEAR

EXCEL ACADEMICALLY

- Review SOPHIA and program requirements with your academic advisor.
- Review your degree audit report, and create a plan of study in Academic Planner.
- Enroll in COSC 205 and ACCT 207.
- Participate in FYS 112 to confirm your major, hear from upper-level students about signature experiences and chart a personalized plan for your engagement.
- Choose or confirm your major(s) or minor(s).

- Explore minors or elective credits that interest you.
- Contact the Student Success Center to declare any second majors or minors.
- Participate in a marketing project in BSAD 413.
- Enroll in ART 190, BSAD 310, BSAD 320, BSAD 340, BSAD 415, COMM 365, COSC 180, COSC 315 and ECON 120.
- Engage in research in BSAD 411, and present your work at the annual research symposium.
- Complete your marketing internship by enrolling in BSAD 495.

- Complete a second marketing internship in BSAD 496.
- Enroll in remaining 400-level courses required for major and electives.
- Apply to graduate no later than Oct. 1, and review the degree audit provided by the Registrar's Office.
- Consider enrolling in the MBA program at Augustana.

ENGAGE & APPLY YOUR LEARNING

- Access your Viking Central account.
- Participate in campus organizations in a marketing role. Consider the Business Club, Union Board of Governors (UBG), Viking Days Committee and Welcome Week Committee.
- Attend the SD Ad Federation Student Day.
- Explore study-away opportunities at the study-away fairs.
- Create an account in Augie Opportunities.

- Attend the Sophomore Retreat.
- Engage in campus leadership, internships, service and relevant summer employment.
- Join Augustana's chapter of PRSSA to attend conferences and network with public relations professionals.
- Participate in the alumni mentor program.
- Earn the Diversity Advocate Certificate.
- Apply for Knight Internship Funds and ASA transportation funds. Pursue elite fellowships.

- Take standardized exams (e.g., GRE, GMAT), and share your application to graduate or professional schools with your advisor and CAP specialist for feedback.
- Attend the BIG (Business, Industry, Government) Career Fair
- Continue to connect with alumni.
- Participate in mock interviews and networking events.
- Complete the career outcome survey to update us of your employment or enrollment in graduate school.
- Join the Augustana alumni community.

CHART YOUR COURSE TODAY!

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Madsen Social Science Center | 605.274.5230