



UPPER IOWA UNIVERSITY

Established in 1857

Marketing

The Marketing major prepares students for graduate study or careers in for-profit and non-profit settings by developing sound technical marketing skills and encouraging analytical thinking. Marketing is typically defined as all the organizational activities that seek to determine and meet consumer needs. Those needs are met by professionals applying the elements of marketing: *product, promotion, distribution, and price*. Students majoring in Marketing gain the understanding, skills, and experience necessary to succeed in this dynamic career.

A solid background of general business skills and knowledge is necessary for success in a marketing career. Students gain this background through the completion of the required Business core classes in accounting, business law, economics, ethics, management, management information systems, marketing, and statistics.

Marketing Courses

- BA 315:** Sales Management**
- BA 337:** Personal Selling**
- BA 355:** Retailing**
- BA 358:** Consumer Behavior
- BA 363:** Advertising & Integrated Marketing Communication**
- BA 380:** Marketing Management**
- BA 403:** Internship*
- BA 424:** International Marketing**
- BA 451:** Marketing Research
- BA 456:** Marketing Cases
- BA 499:** Special Project*

*Choose one of the listed courses.

**Choose two of the listed courses.

Marketing Minors

Two Marketing minors are available. Marketing Minor I is designed for students majoring in accounting, management, financial management, or management information systems and has one required course and five electives. Marketing Minor II is designed for students majoring in Liberal Arts or Science and Math and has four required courses and three elective courses.

Internships are strongly encouraged for Marketing majors. Many internship experiences lead to a permanent job offer or employment in the internship area. They are great opportunities for students to experience the "real world" and put their skills to work. Some recent examples of internships include:

- **Kari Holtegaard** — Marketing Intern, *Slack Attack Communications*, Madison, WI
- **Brett Ingersoll** — Marketing Intern, *Sodexo Campus Services*, Fayette, IA
- **Ramon Montes, Jr.** — Marketing Assistant, *Edwards Federal Credit Union*, Edwards, CA
- **Deodrick Sanders** — Pharmaceutical Sales Trainee, *Pfizer Pharmaceutical Co.*, Dallas, TX
- **Patrick Woodfy** — Marketing Intern, *United Way*, Sacramento, CA

The Marketing major serves as excellent preparation for graduate school. Some of the programs chosen by our graduates include:

Upper Iowa University, M.B.A. Program
Drake University, M.B.A. Program

Career Opportunities

A major in Marketing prepares students to enter a wide variety of careers after graduation. Some of the most popular career choices of UIU Marketing majors include:

Advertising Representative
Claims Adjuster
Insurance Counselor
Investment Counselor
Loan Officer/Credit Manager
Retail Sales Management
Sales
Transportation Manager

The following are examples of what some of our recent marketing graduates are doing:

- **Stephen Arenson** — Loan Officer, *ReMax*
- **Wesley Duellman** — Professional Finishing Product Manager, *Heff Jones Photography Division*
- **Samantha Gerner** — Transportation Customer Manager, *Transport America*
- **Ramon Montes, Jr.** — Credit Manager, *Wells Fargo Financial*
- **Jesse Rood** — Claims Counselor, *Hausman-Johnson Insurance*
- **Chad Rummel** — Manager, *Prince Albert Tuxedos*
- **Deodrick Sanders** — Pharmaceutical Sales, *Pfizer Pharmaceuticals*
- **Tom Stapleton** — Account Manager, *Val Pack Direct Mail*
- **Patrick Woodfy** — Insurance and Investments Sales, *New York Life Insurance, Co.*
- **Emily Zeiser** — Associate Print Buyer, *Stamats Communication*

Faculty

Victor Clark,
Associate Professor of Marketing
B.B.A., M.B.A.
Stephen F. Austin State
University, Nacogdoches, TX

Activities & Resources

Marketing majors are encouraged to join and actively participate in campus, regional, and national organizations to develop leadership and interpersonal skills. Some of these organizations include:

American Marketing Association
UIU Chapter of Phi Beta Lambda
UIU Intercollegiate Athletics
UIU Campus Events Council
UIU Student Government
UIU Fraternities or Sororities
UIU Science and Environmental Club
UIU *Collegian* Newspaper



Office of Admissions

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