

# B.B.A. in Marketing

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## Marketing Major

The field of marketing is changing rapidly, and the opportunities for aspiring marketers are limitless. Marketing students gain strategic marketing decision-making skills by learning how to evaluate and interpret the multitude of factors governing how individual and organizational consumers make decisions about product and services. The innovative curriculum includes marketing strategy development for the digitally connected world. Students learn about developing and deploying strategies across different platforms and emerging technologies to include digital, mobile and user-generated content.

The marketing major offers two tracks, traditional marketing and digital marketing. The traditional track is designed for students to gain a firm foundation in traditional strategic marketing. Students learn how to apply quantitative methods to use marketing as a strategic tool to respond to marketing opportunities. The digital marketing track offers a focused approach to developing and using specific tools and skills needed to effectively evaluate and interpret data metrics, create digital strategies, and optimize the latest tools for digital content creation for marketing purposes.

## Tracks for Marketing Major

- BBA Marketing - Traditional Marketing track ([https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/marketing\\_traditional\\_mk\\_track/](https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/marketing_traditional_mk_track/))
- BBA Marketing - Digital Marketing track ([https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/marketing\\_digital\\_mk\\_track/](https://catalog.stmarytx.edu/undergraduate/majors-programs/greehey-school-business/management/marketing_digital_mk_track/))