

MARKETING

Bachelor of Science



Introduction to the Major

The marketing major nurtures innovative and socially responsible professionals and prepares students for success in a wide range of careers.

In the School of Business, don't expect business as usual. As you gain a foundation in all aspects of business, you will be challenged to consider triple bottom lines, social responsibility, and ethical impacts on people and communities. The marketing major trains students in the principles and practices of marketing and communications while also providing an in-depth understanding of branding strategies, digital marketing, and marketing strategy and research.

Highlights

Students studying marketing are encouraged to join the Clark chapter of the American Marketing Association to take part in local and national competitions and build their professional network through collaborations with local professional chapters. They can enhance their classroom learning through free professional marketing certifications, like Google Analytics, Google Ads, and Hubspot certifications.



"Take any internship you can to get your foot in the door, even if it's unpaid or not exactly what you want to do. I wouldn't have landed my second internship or received interest from others if I hadn't taken that first opportunity."

- Emily Levesque, BS Marketing '26



What can I do with my major?

JOBS & EMPLOYERS

Students master skills related to advertising, communications, consumer behavior, public relations, and marketing strategy and research — proficiencies useful in any field or career.

Alumni are employed in sales and marketing, as brand managers, market research analysts, and more at organizations including Salesforce, Nexamp, Oracle, and Booz Allen Hamilton.

GRADUATE PROGRAMS

Majors often pursue MBA and master's degrees at Clark in marketing, or business analytics, or at other top schools including Carnegie Mellon, Columbia, and Emory.

Foundational Courses

All School of Business undergraduates complete 7 core courses:

- MGMT 100 - The Art and Science of Management
- ACCT 101 - Principles of Accounting
- BAN 104 - Introduction to Management Information Systems
- QBUS 110 - Quantitative Methods for Managers
- FIN 142 - Principles of Finance
- MGMT 210 - Management and Behavioral Principles
- MKT 230 - Marketing Management

Find out more at clarku.edu/programs/major/marketing-bs/

YOUR CLARK EXPERIENCE



Discover and Demonstrate your Purpose



Cultivate Your Communities



Engage Locally & Globally



Develop your Professional Identity

Year 1



Explore the School of Business

Take a First-Year Intensive (FYI) course in the School of Business and try some introductory courses.



Get Connected

Join activities offered through the Student Leadership and Programming office and learn about potential leadership opportunities. Log in to Handshake to find career exploration events for all class years.



Explore on and off campus

Learn more about the many School of Business student organizations, including our chapter of the American Marketing Association and Women in Business. Get involved in the wider community through community engagement fairs.

Year 2



Dig in and define your interests

Take Marketing Management, the foundation course for other marketing electives. Connect with the School of Business assistant dean for help declaring your major and finding an adviser.

Minors or clusters of coursework in data science, sociology, or psychology can be a good addition to your major.



Pursue leadership opportunities

Take part in on-campus clubs that align with your interests. Apply for club leadership positions or resident assistant roles.



Start planning for future opportunities

Start looking into projects and internships to apply your classroom knowledge. Meet with your career adviser at the CCC to strategize your search. Visit the Career Lab in ASEC for resume help.

Year 3



Explore the world

Visit the Office of Study Abroad to learn about opportunities. Many programs offer the opportunity to both study and complete an internship, giving you great exposure to international business.



Gain professional experience

Pursue a summer internship. Start working with the CCC early in your third year to prepare so you won't miss opportunities with early deadlines.



Plan for senior year and beyond

Work with your academic adviser to shape your plans. Apply for the 4+1 Accelerated Master's Degree if desired and be aware of the deadlines and requirements.

Year 4



Finish strong

Make sure to complete all major and core coursework and other requirements. Accepted into a 4+1 program? Start taking graduate courses and connect with career services on next steps.



Pull it together with your capstone

Your capstone experience draws on all of the knowledge and experiences you have gained at Clark. Collaborate with your peers in the capstone course to improve your critical thinking and effective communication skills.



What's next?

Work with the CCC and attend career fairs, employer information sessions, and recruitment events. Update your professional documents and LinkedIn profile. Participate in mock interviews and reach out to alumni through LinkedIn.