

Marketing, B.B.A.

Career Advancement

The Bachelor of Business Administration (B.B.A.) program in marketing prepares students for positions in sales, market research, retailing, purchasing, or advertising. Employment opportunities exist for positions as market analysts, merchandise managers, buyers, purchasing agents, advertising managers, brand managers, consultants, and sales representatives in a variety of for-profit and nonprofit organizations.

Over 90 percent of students reported that they found permanent employment, were accepted to graduate school, or were not seeking employment within six months of graduation.

The Pomerantz Career Center offers multiple resources to help students find internships and jobs. For more information about careers, visit the Pomerantz Career Center website.