



MARKETING

Our individualized approach gives you a marketing education that is specialized according to your interests.



CAREER PATHS IN MARKETING

Students interested in marketing may pursue a broad range of career paths including:

- Advertising
- Brand Management
- Market Research
- Product Development
- Sales

Preparing for one of these interest areas often involves building applicable coursework and experience through internships, projects and campus leadership. It could also involve adding an additional major or minor.

FIRMS ENGAGED ON CAMPUS

We help you discern your calling through programming events and engagement with firms on campus. Opportunities include:

- Career Panels
- Meet the Firm Presentations
- Networking Events
- Resume / Interview Prep



At Hope College, we focus on providing you with foundational business coursework in all functional areas so that you can be as sophisticated as possible when considering different career paths. We allow plenty of room in terms of course credit so that you can concentrate on specialization areas like marketing. With majors that are modest in size, we help you consider your talents and guide you to the coursework that's most appropriate. We don't believe in a one-size-fits-all approach. Instead, you will have time for genuine exploration and discernment—without the pressure to specialize too early. Concentrations are available, but not required, for all business majors.

CONCENTRATION REQUIREMENTS

This summary provides coursework required for a marketing concentration. All business majors will take BUS 331 (Marketing Management). In addition, those wanting to concentrate in marketing should take 2-4 of the following courses, depending on guidance received from the faculty advisor (who may also recommend an additional major and/or minor). **The breadth of courses below will not be required for all concentrations.**

BUS 395 – Business Analytics*

BUS 395 – Consumer Behavior*

ECON 402 – Industrial/Organizational Economics of Strategy*

COMM 140 – Public Presentations

COMM 151 – Media & Society

COMM 257 – Communication for Public Relations

CSCI 140 – Business Computing

CSCI 150 – Web Design

PSY 200 – Research Methods

PSY 280 – Social Psych

**counts toward a portion of electives required in the business major*

No matter what your interest area, our faculty will help you craft a set of classes that provides exploration and appropriate preparation.

EMPLOYMENT SUCCESS

96% of our graduates are employed or pursuing graduate school within six months of graduation.

JOB TITLES

ENTRY LEVEL + INTERNSHIP

Account Manager

Brand Manager

Development and Design Intern

International Merchandising Intern

Marketing Associate

Market Manager

Market Research Analyst

Product Marketing Specialist

Project Manager

Strategy Intern

Web Marketing Intern

EMPLOYERS

Amway

Bissell

Dow Chemical

Gordon Food Service

Haworth

HAVI

Herman Miller

IBM

Nike

Rise Interactive

Steelcase