CONCORDIA UNIVERSITY TEXAS

Concordia University Texas is dedicated to the mission of developing Christian leaders. Founded in 1926, Concordia is proud to be Austin’s leading Christian university, where Christ is honored and students of all backgrounds are welcomed. We are guided by our vision to be the premier university where the adventure of faith, learning and life-changing experiences leads to meaningful work.

CTX is a regionally accredited institution of higher education, offering undergraduate and graduate degrees through a variety of delivery methods. We offer over 50 majors and concentrations.

Concordia’s campus, unique in its natural setting on a preserve, is conveniently located minutes from both downtown Austin and the Texas Hill Country. Our location provides students with resources and opportunities to learn, explore and thrive in the best of both worlds — a small school and a big city.

ABOUT THE PROGRAM

The role of marketing within a given industry or firm is critical to its sales and delivery of services. Today’s marketing career focuses both on the creative aspect as well as the management of delivering the product. Receiving a BBA with a concentration in marketing from Concordia University Texas will provide students with both the theoretical background and the practical knowledge of this discipline. Classes focus on orienting students toward careers in advertising, outside sales and sales promotion.
MEANINGFUL WORK IN MARKETING

- Sales Manager
- Promotions Coordinator
- Public Relations Specialist
- Advertising Executive
- Marketing Manager

COURSE HIGHLIGHTS

Selling and Sales Management
This course teaches students professional selling principles and practices for industrial and consumer goods. It includes identification and qualification of customers, developing and delivering high quality presentations, persuasive theories and techniques, ethics of selling and pre/post sales services.

Integrated Marketing & Communications
This course studies all elements of promotion and integrated marketing communications. Students gain knowledge of the major promotion and communication tools organizations use, as well as how promotion is planned, budgeted and used in the marketing program.

International Business Management
This course will be offered as either a travel course or classroom course, depending on the interest and/or time offered. Students will spend a total of 45 hours in classroom type settings (either on or off Concordia’s campus).

I currently work at Signpost where I do tech sales and work with small businesses. Concordia helped me become one of the top reps at my company by teaching me to never stop asking questions and constantly learning how to improve my professional skills.”
- BLAYR HUFF, ‘16

The heart of the success of a business lies in marketing. When a product or service is introduced and promoted to potential customers, it is being marketed. Without marketing, a company might offer the very best products, but fail because no one is aware of the business or what they have to offer.

Because Marketing Managers and their departments are important to an organization’s revenue, marketing managers are less likely to be let go than other types of managers. Marketing Managers will continue to be in demand as organizations seek to market their products to specific customers and localities.

There are several opportunities for those pursuing marketing to put their skills to the test. Annually, marketing students at Concordia participate in Lutheran Church Extension Fund’s National Student Marketing Competition. Relevant internships are also available.

Concordia Marketing students have left their mark on the big screen. In 2013, a Roger Beasley Volvo commercial aired with a concept inspired by Concordia students.

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