



Marketing

COLLEGE OF BUSINESS AND COMMUNICATION

CONCORDIA UNIVERSITY TEXAS

Founded in 1926, Concordia University Texas 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 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.

CONTACT ADMISSIONS →

concordia.edu/admissions

512.313.4CTX

APPLY NOW →

concordia.edu/apply

MEANINGFUL WORK IN MARKETING

- ▶ Account Executive
- ▶ Creative Director
- ▶ Digital Marketing Analyst
- ▶ Promotions Coordinator
- ▶ Public Relations Specialist
- ▶ Sales Manager
- ▶ Social Media 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.

Digital and Social Media Marketing

Students receive a high-level strategic perspective of how digital media is used to achieve business objectives, as well as practical hands-on experience creating and managing digital marketing campaigns.

Market Research

This course will provide an introduction to market research as a business decision-making tool. Students will learn how market research can help them understand consumer attitudes and preferences to make business decisions and how to transform research findings into actionable business recommendations. Students will work with a real-world client on a research project to define the business problem, develop a research plan, collect and analyze data, and present findings and implications.

The success of a business hinges on marketing, which introduces and promotes products and services to consumers. Without marketing, a company might offer the very best products but fail to sell them because no one is aware of the business or what they have to offer.

The marketing industry offers a variety of career paths across various industries. With the shift to digital marketing, new roles have been created, such as content developer, social media manager and more.

There are several opportunities for marketing students to put their skills into practice. Compete in the annual Lutheran Church Extension Fund's National Student Marketing Competition, which Concordia marketing students have repeatedly won. Additionally, an internship enables you to practice your marketing skills and gain valuable work experience.

“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

