

BUSINESS ADMINISTRATION

MARKETING

ASPIRE

EXPERIENTIAL MAJOR MAP

MARKETING RETURN ON INVESTMENT

Connect brands with audiences and shape the future of business.

Marketing professionals help organizations understand customers, communicate value, and drive growth in a competitive marketplace. West Liberty University's Marketing concentration combines strategic thinking, creativity, analytics, and hands-on experience to prepare students for impactful careers in traditional and digital marketing environments.

THE WHO...

- Creative Strategists
- Data-Driven Decision Makers
- Digital Innovators
- Future Brand Leaders
- Entrepreneurial Thinkers

THE SKILLS ...

- Marketing Coordinator/Specialist
- Digital Marketing Analyst
- Social Media Coordinator or Content Strategist
- Brand or Product manager
- Market Research Analyst

THE JOBS ...

- Consumer Behavior Analyst
- Market Intelligence Specialist
- Branding & Strategic Marketing
- Digital Marketing & Analytics

WHAT YOU'LL LEARN

Graduates are prepared for careers across virtually every industry. Learning to help any organization to connect with customers, build brands, analyze markets, and drive business growth, graduates find opportunities in corporate, nonprofit, agency, entrepreneurial, and digital environments. The Marketing concentration develops both the creative and analytical competencies that employers value and graduates leave prepared to solve business challenges, communicate strategically, and contribute immediately.

HILLTOP ADVANTAGE

The Hilltop Advantage is a structured, student-centered approach that ensures every student graduates with not only a degree, but also meaningful experiences, career-ready skills, and a clear post-graduation plan.

THE PROGRAM

- Comprehensive Marketing Curriculum
- Experienced Faculty
- Hands-On Learning Opportunities
- Supportive Learning Environment
- Career-Focused Preparation
- MBA Fast Track Option

College of Business - Marketing

ASPIRE	FIRST YEAR	MIDDLE YEARS	LAST YEAR	GRADUATE PROGRAMS
A ACADEMIC MASTERY	- Complete foundational business coursework - Develop an understanding of marketing concepts, consumer behavior, and business strategy. - Build foundational skills in communication, research, and data analysis. - Explore the role of marketing in organizational success	- Complete advanced marketing coursework - Integrate data, strategy, consumer insights, and communication principles. - Apply critical thinking to complex marketing challenges. - Utilize technology and analytics tools to inform marketing decisions	- Complete advanced and integrative coursework - Demonstrate mastery of strategic and analytical marketing concepts. - Integrate consumer insights, technology, and business strategy to solve organizational challenges.	Master of Business Administration (MBA)
S SELF-DISCOVERY & STRENGTHS	- Explore marketing career pathways - Complete career and strengths assessments. - Reflect on personal interests, creativity, communication style, and career goals. - Identify areas of marketing that align with personal strengths.	- Clarify marketing career goals and professional interests. - Develop a personal brand and professional identity. - Assess strengths as a marketer, communicator, and problem-solver. - Explore graduate school or professional certification opportunities	- Articulate professional strengths, values, and career aspirations. - Develop a personal leadership and career growth plan. - Reflect on growth as a marketing professional and communicator. - Establish goals for lifelong learning and professional development	Industry Sectors - Advertising / Public Relations - Consumer goods and E-commerce - Media and Digital Marketing - Hospitality, Tourism & Entertainment
PI PROFESSIONAL PREPARATION INTEGRATIVE & EXPERIENTIAL LEARNING	- Create a professional résumé and LinkedIn profile. - Attend marketing career panels and employer presentations. - Conduct informational interviews with marketing professionals. - Begin building a professional portfolio. - Participate in introductory marketing projects and case analyses.	- Complete a marketing internship, co-op, or consulting project. - Develop integrated marketing campaigns for organizations. - Participate in AMA competitions, business challenges, or consulting projects. - Build a professional portfolio showcasing campaigns, projects, and analytics work - Gain experience using marketing technologies and analytics platforms	- Complete a capstone consulting, research, or strategic marketing project. - Present recommendations to industry professionals, faculty, or community partners. - Finalize a professional marketing portfolio. - Secure employment, graduate school admission, or entrepreneurial opportunities. - Pursue professional certifications	Career Opportunities - Marketing Coordinator/Specialist - Digital Marketing Analyst - Social Media Coordinator or Content Strategist - Brand or Product manager - Market Research Analyst
RE RELATIONSHIPS & LEADERSHIP ENGAGEMENT & WELL-BEING	- Join the Marketing Club, American Marketing Association (AMA), or related organizations. - Build relationships with faculty, peer mentors, and professionals. - Attend campus and community events focused on communication and business - Develop effective study habits, organization, and wellness practices	- Serve in leadership roles within student organizations. - Mentor first- and second-year students. - Attend professional conferences, networking events, and employer site visits. - Strengthen project leadership and teamwork skills	- Strengthen mentoring relationships with faculty and industry professionals. - Serve as a mentor or student leader. - Engage with professional associations such as the American Marketing Association. - Develop strategies for maintaining career success, resilience, and personal well-being.	