Why study Marketing at Maryville College?

Are you interested in people? Can you see yourself working in creative and productive ways to improve their quality of life? In order to launch new products, new services and new technologies, marketing depends on technical know-how, sound business fundamentals and genuine creative insight. When you study marketing, you’ll not only be learning about creativity, innovation and the fundamentals of business through courses, but also projects, internships and interactions with experienced faculty and business executives.

Meet a Student

Paul Dortmund ’20
Hometown: Maryville, Tenn.

There were several reasons Paul decided to enroll at Maryville College: Brand recognition in the community and beyond; classes taught by qualified professors, not teaching assistants; commitment to veterans and participation in the VA’s Yellow Ribbon Program; and small class sizes.

“What I can say with confidence is that if a student puts in the work the professors expect, MC has all of the tools to make him or her successful in earning a degree,” Paul said.

“I am impressed after attending four other colleges during a military career that Maryville College stands far ahead in quality of instruction and attention given to students who do their part.”

Upon graduation, Paul hopes to sell LED signs and sign services.

Meet a Graduate

Sierra Siegel ’16
Currently: Business Development Manager for the Nashville Sounds Baseball Club

A marketing major and four-year member of the Maryville College women’s soccer team, Sierra wanted a career that would combine her education and passion for sports. Following graduation, she completed a seasonal position with the Pittsburgh Pirates’ Single-A affiliate and then a seasonal sales position with the Orange Bowl Committee. In 2017, she accepted a full-time position with the Nashville Sounds, the Texas Rangers’ Triple-A team, and has since climbed the ranks.

“The skills I gained from MC prepared me to efficiently problem solve and communicate to clients every day,” she said. “The professors were invested in me and shaped me into the professional I am today, managing a sales staff of my own.”