

Marketing

**DIVISION OF
SOCIAL
SCIENCES**



PROGRAMS OF STUDY:

B.A. in Marketing
Minor in Marketing
Minor in Accounting
Minor in Business
Minor in Analytics

OUR PARTNERS INCLUDE:

- The American Red Cross
- Acosta Sales and Marketing
- Blount Partnership
- CREModels
- Pyxl Digital Marketing
- Radio Systems Corporation

GRADUATE SCHOOL PLACEMENTS

Maastricht University, Netherlands –
School of Business and Economics
University of South Florida – Muma College of Business
Xavier University-Williams College of Business

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 CURRENT SCOT



Sara Koonce

Hometown: Fayetteville, Tenn.

A double major in Business Analytics and Marketing, Sara transferred to MC from Snead State in Boaz, Alabama, during the 2021-2022 academic year, but her love of marketing began while she was in a member of Future Business Leaders of America while in high school, an organization for which she created and shepherded social media campaigns for a local company and analyzed their results.

"Marketing classes at Maryville College have helped me determine what perspective I want to take with marketing, and what area I want to hone in on," she said. "My goal is to become a marketing director and run a team of analysts that oversee programs matching advertisements and sales numbers for companies."

When she's not in the classroom, Sara can be found playing for the MC Lady Scots Softball squad, for which she was named to the All Conference Academic Team.

MEET A RECENT GRAD



Katelyn Witucki '21

Currently: Sales Manager at Faith and Grace Boutique in Maryville, Tenn.

In Katelyn's current role, she oversees everything from inventory to creating relationships with her customers. She credits MC's Career Center with assisting her after graduation.

"Upon graduation, I updated my Handshake and LinkedIn accounts, as well as my resume. Without the help of the Career Center, I would not have known about these outstanding platforms that connect you to businesses and people all over the world with opportunities," she said. "MC has prepared me in more ways that I can count for what I have already encountered outside of college. Graduating as a well-rounded student has allowed me to be successful in this process, and I am on track to obtaining a stable career."



FOR MORE INFORMATION:

visit maryvillecollege.edu/marketing or call 865.981.8092