

Marketing

DIVISION OF
SOCIAL
SCIENCES

PROGRAMS OF STUDY:

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

EXTERNAL RELATIONSHIPS

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

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 major in 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



Carly Williamson

Hometown: Mason, Ohio

After falling in love with Tennessee, Carly chose MC not only for its location but also for its reputation for being a place where students build strong connections with their peers and professors. A member of Tri-Beta, the College's biology honors society, and a student athletics photographer, Carly combines her passion for photography with campus involvement. Additionally, she also has a fellowship with Be Aware Blount working as a social media specialist where she

markets events and manages online content.

"I love the creativity and strategy involved in branding, social media and consumer engagement," she said of the marketing field, adding that it plays a crucial role in a business's success. Her postgraduate plans include using the knowledge and skills gained in the program to help grow her photography business, Williamson Photography, as well as assist other creatives in building their brands.

MEET A RECENT GRAD



Emily Bridges '23

Currently: External Communications Strategist at Clayton

Working in the public relations department at Clayton, a leading national builder of single-family attainable housing, Emily is grateful for the support she received from faculty members and the Career Center during her time at MC. Emily realized in her sophomore year that marketing was an excellent option for her. "I knew that a career in marketing would allow me to put my interests and skills to work, whether that's writing content, planning and organizing

events or simply connecting with people," she said.

In addition to the supportive faculty, Emily credits the Career Center and its offered services for being crucial in guiding her to the position she holds today where she is responsible for coordinating media events, publishing news releases and maintaining the company's brand image.



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FOR MORE INFORMATION:

visit maryvillecollege.edu/marketing or call 865.981.8092