

# THE BUSINESS OF MARKETING



>Create, communicate, deliver and exchange products and services that provide value for clients, consumers and partners.

## What's it like to be in marketing?

In marketing, you'll combine best practices, new theories, marketing research methods, and the latest digital trends to attract and delight customers. You'll determine what makes a brand successful, as well as utilize solid research skills to understand consumers, organizations and markets. You'll also demonstrate proficiency in professional selling and negotiating, and much more.

## Why choose OU's Price College of Business?

**Competitive edge:** Price College faculty receive national and international recognition for research and/or teaching. We prepare students for equivalent success. Most recently, Price College marketing majors and digital marketing minors took home third place out of 220 teams competing in the virtual 2022 Digital Marketing Competition & Summit.

**Strong Network:** Graduating from the Price College of Business connects you to more than 40,000 graduates in key companies not just in the U.S. but around the world.

## What recent graduates are saying:

"The best part of my experience in the marketing program and at Price College was the professors. The program was filled with professors who made it evident just how much they care not only about the success of their students but care about them as individuals. The program is large enough to offer a wide variety of classes and subjects, but small enough that you build relationships with your classmates and professors and have the chance to take multiple classes!" –Maggie Coan, recent Price College graduate

**Average Starting Salary**  
\$54,710

### What Price College Marketing grads do

- Product Marketing Analyst
- Social Media Field Trainer
- Market Analyst
- On-Campus Recruitment
- B2B Sales Development

### Where Price College Marketing grads work

- AT&T
- Globe Life
- QuikTrip Corporation
- Epsilon
- Dell Technologies

## Get connected

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