



COURSES

In addition to your marketing courses, you'll take core courses in business, management, finance, and economics. Because as a marketing professional, it's important to understand all areas of the business world. Here's a sample of what you can expect to learn and do:

Principles of Marketing

This examines how product, pricing, promotion, and distribution decisions are made to satisfy the needs of specific target markets. The impacts of political-legal, competitive, socio-cultural, technological, and economic environments on marketing are also studied.

Electronic Marketing

This course explores technological topics and strategies popular with today's connected consumer. In particular, it examines search engine marketing, social media marketing, and mobile marketing topics. Students will gain a clear understanding of how today's connected consumer uses technology, communication, and devices as each relates to marketing.

International Marketing

This course explores similarities and differences of domestic and international marketing programs; sources of information available to firms considering foreign marketing efforts; costs and problems of gathering this information; formulation and implementation of marketing strategies in other environments.

Promotions Management

This course emphasizes development of integrated promotional programs. Advertising, public relations, personal selling, promotional packaging, along with many other sales stimulating methods and techniques are covered.

IT'S CREATIVE. It's crazy. It's passionate. It's knowing what's next, who's next, and how they'll matter to your business. No, it's not like what you see on TV (at least not all the time). When you go after your marketing degree, you'll be opening up avenues to product design, development, market strategies, brand management, event planning, research, analysis, and making clients happy. How, you ask? By showing them your brilliant presentations of marketing concepts and related skills that you'll learn right here. Our program is designed to teach you the marketing process and its place among other key areas of business, with emphasis on creating strategies for various customer segments, environments, and conditions.

Potential Employers:

- J.P. Morgan
- General Electric
- C.H. Robinson
- The Recording Academy

ATTENDING LOYOLA means being in the heart of New Orleans. Our campus is located in the city's historic Uptown neighborhood, just a short drive from the Central Business District, the city's hub of innovation and strategic thinking. You'll learn to hone your talents in the city named #1 new brainpower city in America, and since you'll participate in our Portfolio Career Program, you'll have connections and opportunities throughout the city immediately.