



A degree in
MARKETING from the
UNIVERSITY OF SOUTH FLORIDA



UNIVERSITY of
SOUTH FLORIDA
Muma College of Business

TRAITS OF **USF** MARKETING STUDENTS

THRIVE ON CHANGE

Digital marketing moves at breakneck speed and marketers must embrace change. An example: search engine marketing was once quite technical but now includes content management, which means staff must know more than the IT detail.

CURIOUS, SELF-MOTIVATED

Digital firms need curious people who can specialize. Ad agencies need people who can teach themselves new software. Sales teams must stay abreast of trends. Supply chain pros need to be aware of world issues. Marketing majors are self-motivated learners.

TEAM PLAYER

No marketing pro works alone – content marketers need advice from tech specialists; ad teams need input from sales. Marketers must like working with others.

ENJOY VARIETY

Marketing majors aren't tied a specific industry; they study marketing as a whole. After graduation, they can work for manufacturers, food chains, clothing designers, ad agencies, distribution firms - you name it!



WHY STUDY MARKETING AT USF?

REASON #1

GREAT CAREERS

Marketing careers are some of the most exciting in business! At USF, you can focus on digital marketing, entrepreneurship, supply chain management or professional selling. Starting salaries for marketing graduates range from \$35,000 to \$60,000+ with top companies such as Amazon, Disney, Honeywell, IBM, and Raymond James Financial.





REASON #2

HANDS-ON LEARNING

Marketing students develop valuable interpersonal skills, learn to collaborate, and hone their professional communication skills. Award-winning student organizations provide networking opportunities with executives, corporate field trips, and chances to participate in national conferences. Nearly 60 percent of marketing students secure internships with average wages of \$12+ per hour.

A man in a dark suit and white shirt is seen from the back, looking towards a woman. The woman has long dark hair, is wearing a dark blue short-sleeved top, a necklace, and a name tag. They are in an office environment with large windows in the background.

REASON #3

JOB SECURITY

Marketing is a growth industry! The U.S. Bureau of Labor Statistics reports that one of the largest growth areas will be market research, with jobs for marketing research analysts expected to grow by 41 percent from 2014 to 2024. The BLS expects advertising, promotions, and marketing manager jobs to grow 9 percent during that period, faster than the average for all occupations. And Forbes reports that 1.4 million new supply chain workers will be needed by 2018.



ALUMNI SPOTLIGHT

JEANNINE YAWN

“ I learned how vendors, sales, social media and promotions all work together.”

While Jeannine Yawn didn't aspire to the typical accounting, finance, or management paths many of her classmates pursued, the marketing grad says USF prepared her excellently for her dream job in the advertising industry. Her business education, an internship at HSN, and her honors research on consumer engagement in the fashion industry helped her land a job at an advertising agency in New York City. Though just a year out of college, she is an account executive at TBWA/Chiat/Day, working on the Travelers Insurance account. She also handles project work for Tic Tac and BNY Mellon. She coordinates campaigns across TV, print, digital, and social.



Board Enhancements
- financial
- operational
- strategic