

MARKETING

Undergraduate Program Information

Marketing majors learn skills and knowledge relevant to the co-creation of goods, services, and ideas that uniquely meet the needs and wants of global customer markets and society at large. Career opportunities exist in marketing management, advertising, market research, promotion management, sales and sales management, social media, distribution management, and retailing. The major is designed to allow a great deal of choice so students may emphasize any combinations of these areas.

Most marketing majors enter into careers in business firms, although some find job opportunities in governmental and other nonprofit organizations. Still others become involved in owning and managing their own companies. Opportunities in entrepreneurship and small business are expanding at a rapid pace.

Graduate Program Information

The College offers a program leading to a Ph.D. degree (Doctor of Philosophy in Business Administration) (<https://catalogs.nmsu.edu/nmsu/graduate-school/business-administration-marketing-doctor-philosophy/>). The faculty of the Ph.D. Program in Business Administration is committed to training researchers and educators who will shape business scholarship, practice, and pedagogy. The program emphasizes preparing candidates to understand the complexities of modern business while they develop a specialized area of expertise in marketing or management. The Ph.D. in Business Administration provides graduates with the opportunity to pursue a variety of career paths within academia and within industry. Currently a concentration is offered in marketing.