The business programs at the University of Nebraska at Kearney have been recognized as being among "the best business schools in the world" through AACSB International Accreditation.

**MISSION**

The College of Business & Technology serves Nebraska and the surrounding region by preparing students to compete in dynamic professional environments and promoting academic, social and economic development.

The faculty and staff will achieve this mission by:

- Providing student-centered educational opportunities including experiential learning
- Advancing knowledge through applied and pedagogical scholarship
- Providing service to our stakeholders

Start your experiential hands-on learning today so you too can Fit In... Stand Out... and Get Ahead!

**Contact us now:**

Check out the CBT-UNK Facebook group [www.facebook.com/unkcbt](http://www.facebook.com/unkcbt)

[unk.edu/academics/marketing/About_Marketing](http://unk.edu/academics/marketing/About_Marketing)

1-800-Kearney

University of Nebraska Kearney

**COLLEGE OF BUSINESS & TECHNOLOGY**
Marketing/MIS Department

West Center Building
Kearney, NE 68849-4425
308.865.8468
1.800.Kearney
Email: unkbt@unk.edu
[unk.edu/academics/marketing/About_Marketing](http://unk.edu/academics/marketing/About_Marketing/)

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Growth in Marketing Jobs is Predicted to be 13-14% through 2020

MARKETING CAREERS ARE EVERYWHERE

• Potential Salary Range $34,000 - $113,000 +
• Profit and Nonprofit Sectors
• Global Opportunities
• Government Entities

CONSIDER THE FOLLOWING CAREER AREAS

• Advertising/Promotion/Public Relations
• Brand Management
• Direct Marketing/Direct Marketing Management
• Distribution Channel Management
• Interactive Marketing
• International Marketing
• Management Trainee
• Marketing Research
• Product Management
• Retailing/Wholesaling
• Sales/Sales Management
• Services Marketing

EXPERIENTIAL LEARNING

• Develop Advertising Campaigns
• Create Marketing Plans for Small Businesses
• Internships Domestic and Abroad
• Conduct & Present Marketing Research
• Study Abroad
• Involvement in Service Learning

ACCREDITATION

The business programs at the University of Nebraska Kearney have been recognized as being among “the best business schools in the world” through AACSB International Accreditation—The Association to Advance Collegiate Schools of Business.

DEGREES

• Bachelor of Science in Business Administration with a Marketing Emphasis. Combine this 21 credit hour emphasis with your General Studies program and core business courses.
• Visit with your advisor about a Professional Selling Career Path.

COURSES

Take all of the following:
(Note prerequisites in the catalog; 3 credit hours per course)

MKT 430: International Marketing
MKT 435: Marketing Research
MKT 438: Consumer Behavior
MKT 456: Marketing Management

ELECTIVES

Select 3 courses. (3 credit hours per course)

MKT 331: Professional Selling
MKT 336: Services Marketing
MKT 395: Field Experiences in Practical Marketing
MKT 420: Retail Marketing
MKT 433: Marketing Channels Management
MKT 434: Business-to-Business Marketing
MKT 437: Sales Management
MKT 440: Advertising Management
MKT 444: Person Marketing
MKT 450: Pharmaceutical Marketing
MKT 457: E-Marketing
MKT 460: Strategic Product Management
MKT 474: International Experiential Learning: Marketing
MKT 498: Marketing Topics
SCM 317: Principles of Supply Chain Management
SCM 402: Materials Management and Procurement
SCM 403: Logistics and Transportation

MINORS

• Marketing/Management (combine with another major)
• International Business Minor (combine with another major)

COURSE DELIVERY

To meet the needs of diverse students, we offer both traditional classroom experiences and a growing number of online courses. Let us help you pursue your education through our different course delivery methods.
• Educational and Research Opportunities
• Academic and Career Advising
• One-on-One Attention
• Research, Presentation & Collaboration Skills

INTERNSHIP OPPORTUNITIES

• Students may earn 1-15 credit hours while gaining practical business experience
• Internships may be paid or unpaid opportunities
• Local/national & international internships are available
• Contact the College of Business and Technology’s full-time internship coordinator at 308.865.8979; www.unk.edu/acad/bt/internships/

STUDENT ORGANIZATIONS

Join the Collegiate Chapter of the American Marketing Association (AMA).
• Develop Networking Skills
• Develop and Demonstrate Leadership Skills
• Apply Marketing and Communication Skills

SCHOLARSHIPS ARE AVAILABLE

• Contact the Financial Aid Office at 308.865.8520
www.unk.edu/offices/financial_aid/

CHOOSE A MARKETING CAREER

Contact us Today!
308.865.8468 or 1.800.KEARNEY
unkbt@unk.edu
www.unk.edu/academics/marketing/About_Marketing

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Marketing Program
Marketing/MIS Department
| College of Business & Technology

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