

# SPEARS BUSINESS MARKETING

## #SPEARSBIZBOUND



**SPEARS SCHOOL  
OF BUSINESS**

Marketing professionals identify buyers' needs (often through marketing research) and then develop and manage products/services to meet those needs. They also develop and manage the supply chain, set prices, communicate with current and potential buyers in a variety of different ways including; professional selling, advertising, and through digital communications.

*Available Options: Marketing Research and Analytics, Marketing Communications, Professional Selling & Sales Management, Five-year Bachelor's in Marketing and Master's in Business Analytics and Data Science, Accelerated MBA Program*

## Marketing Insights:

Center for Sales and Service Excellence Certificate Program: Program allows students to interact with industry professionals from companies such as Hilti, Cintas, Pepsico, E&J Gallo, and more.

**Student Organizations:** Marketing Club



## Companies Hiring Our Graduates:

Boeing	International Speedway Corporation
Cerner Corporation	Interworks
Cintas	Oklahoma City Thunder
Edward Jones	United States Olympic Committee
E & J Gallo Winery	Walt Disney Company
Ford Motor Company	
Hilti	

## Career Paths:

### Marketing and Research Analytics:

Account Manager, Project Manager, Market Research Analyst, Data Analyst, Qualitative Interviewer

### Professional Selling and Sales Management:

Inside/Outside Sales Representative, Sales Manager, Retail Manager, Business Development, Customer Service Manager

### Marketing Communications Management:

Digital Marketing Specialist, Social Media Manager, Content Marketing Manager, Brand Manager



SCHOOL OF  
**MARKETING AND  
INTERNATIONAL BUSINESS**  
Spears School of Business



## Major Specific Course Curriculum:

### Promotional Strategy:

Learn to develop promotional policies and define tactics within a marketing plan to increase sales, and raise demand for your services or products within an organization. In addition, you will use market research to identify appropriate existing markets, pioneer new ones, and learn how to thrive in competitive markets.

### Marketing Analytics:

Students will learn how to turn marketing data into useful information and how to use this information to make marketing decisions. Utilizing basic user-friendly software, students will learn to identify patterns, display the patterns for useful presentation, and base managerial marketing decisions on the analysis.

### Digital Marketing:

This course will give students a practical understanding of digital marketing, equipping them with the skills to perform key digital marketing tasks such as search engine optimization (SEO) and pay-per-click advertising. At the end of the course, students will understand how a company can use the internet to promote its brand and market its products.

## SPEARS STUDENT EXPERIENCE

### A Day with: Tyler V. | Marketing

- Work with classmates from my Digital Marketing course on our Pay-Per-Click advertising simulation through Google Ads. We are running a full advertising campaign including keyword research, determining bids, and setting up the ads to go live.
- Continue to test ideas and theories which give students a fresh perspective on business practices in my Interpersonal Business course.
- Use the student space in Keystone Commons areas to evaluate the results of the BuzzFeed quiz we created in Marketing Analytics. I need to see if my promotion efforts are working or if I need to find a better/different way to promote my quiz.
- Attend Business Student Council meeting where we plan our annual CEAT vs. Spears Week. I am helping with the marketing plan for the Philanthropy Bake Sale.
- Head to the Mathematics Learning Success Center in Edmon Low Library for tutoring in Business Calculus.



Are you  
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SpearsBizBound@okstate.edu