

“The aim of marketing is to know and understand the customer ...”



so well the product or service fits him or her and sells itself.”
—Peter Drucker, Writer and Management Consultant

You have a creative mind and a head for business. When you think of a future career, these are the types of problems you’d love to solve:

- Sales need boosting. Which sports stars should Reebok hire to promote the new product line?
- Market research shows people in the U.S. generally move to the right when entering a store. What item says “buy me” first?
- Ford’s manager for international markets wonders how advertising to Brazilian customers for the Explorer will differ from advertising to US customers.
- Landsend.com is evaluating its “try on” feature on the website. Is the feature making any difference in sales?

Degree Programs

- **B.S.B.A. in Marketing**
Extended major
- **Certificate: Promotion and Marketing Communication, Customer Service**

Our marketing department is just for you! We teach students how to address customer needs, provide information about products and services, address issues about pricing, and give you options for making products accessible in domestic and foreign markets.

You’ll study in The W. A. Franke College of Business building, on our spacious, forested south campus. This complete learning environment includes classrooms, study areas, computer facilities, faculty offices, and a student lounge. Many class sizes are small, so it’s easy to know and talk with your professors. Most courses are taught by full-time faculty members.

At Northern Arizona University, we’re big enough to offer all the courses you’ll need, but small enough to know your name.

Career Opportunities

Study to become a ...	Recent graduates have taken positions with ...
Customer relationship manager	Arizona Republic
Brand/product manager	Black and Decker
Services marketing manager	Gallo Wines
Market researcher	Harkins Theatres
Event coordinator	Honeywell
Public relations coordinator	Mervyns
Retail buyer	Northwestern Mutual
Retail Manager	Phoenix Coyotes
Sales manager	Walgreens
Not-for-profit marketing director	Wells Fargo Financial

Explore Courses that Jump-start Your Career

Get the word out with clarity and creativity

Learn the framework for creative concepts and promotional activities in marketing. In **Promotional Strategy** you will discuss and evaluate advertising, sales promotion, public relations, publicity, packaging, direct marketing, and interactive marketing tools.

Study outside influences as they apply to marketing

As we operate in an increasingly global economy, external forces affect marketing concepts and strategies. In the **introductory course Principles of Marketing**, learn about these forces, social responsibility, and global issues as they pertain to business and marketing.

Experience the Work World

Make professional connections and gain real-world experience through internships and faculty research projects in both the laboratory and the field.

Study Abroad

Study for a summer, a semester, or an academic year in universities around the globe. The university has cooperative agreements with institutions in Australia, Denmark, Germany, Ireland, India, Japan, Malta, the Netherlands, New Zealand, Sweden, Thailand, United Arab Emirates, and the United Kingdom. We provide international education opportunities to all academically qualified students. Start your travel planning with a visit to nau.edu/international.

Seal the deal!

In a competitive world, effective sales and marketing techniques give you the edge to excel. Learn selling skills, interpersonal communication, and how to build great business relationships in **Professional Selling**. Gain the tools you need to organize, train, and motivate a sales force.

Participate!

Join the **American Marketing Association**. The AMA is one of the largest professional associations for marketers. Join the NAU chapter and build your résumé through marketing projects while making life-long friends and connections.

Finish in Four

Stay on a four-year track to your degree and save money in the process. The university guarantees the courses you need to graduate on time. You are responsible for contacting an advisor early. Visit nau.edu/finishinfour.

“I am forever thankful for the bold lessons learned at The W. A. Franke College of Business that gave me the courage to step outside of my comfort zone to develop my individual approach to team management and effective marketing.”

Tracey Gotsis, Senior V.P. Development Marketing
Westcor Partners