



MARKETING



➤ MARKETING: PATH TO THE CONSUMER

Marketing has always played a vital role in a company's success but, now more than ever, it will have an even greater impact on which companies win or lose. Why? **At the forefront of business competitiveness and profitability is marketing.** The knowledge on how to create a competitive strategy using marketing and sales skills is in high demand.

A marketer controls the product, the price, the message and the customer relationship. In today's technologically advanced economy, a marketer's job is complex, challenging and never static. Marketers must know how to:

1. Leverage consumer **insights** into action
2. Define new **competitive** landscapes
3. Evolve their **brand equity** to meet consumer expectations

4. **Disrupt** their market before someone disrupts them
5. Leverage **technology** to create differentiation
6. Understand that **people** and marketing **strategy** drive business results

Why marketing? Because at the heart of every successful company is a great idea and then finding someone willing to pay for it. Marketing and sales identify a path to the consumer that drives results.

LEARN HOW TO TRANSFORM THE CUSTOMER EXPERIENCE

These are the critical thinking skills you will earn with a marketing degree.



INNOVATE

To Transform

Learn how to leverage new marketing techniques and technology to drive customer engagement while also improving marketing effectiveness and efficiency

INTEGRATE

Unique Insights

Demonstrate how to leverage a diverse toolset of research methodologies to uncover relevant trends and unique, actionable insights that solve customer needs

DRIVE

A Clear Choice

Understand how to build and strengthen loyalty through innovation, positioning, brand architecture and differentiation

NURTURE

Strategic Partnerships and Key Customers

Understand how to identify, build and measure long-term relationships through consistent, personalized connections and relevant touchpoints

DEPLOY

Focused Campaigns

Learn how to develop and execute integrated marketing campaigns that deliver effective, engaging content and tools where they are valued most

» WHAT DO MARKETING PROFESSIONALS DO?

To best prepare you academically, the Moore School offers certificates in Marketing Research and Business Analytics, Product Management and Sales Leadership. These certifications will not only differentiate you from other candidates but successfully position you to start your career in marketing.

Moore School graduates have gone on to pursue marketing roles at companies such as Google, Coca-Cola, Target, Vanguard, Oracle Netsuite, Gartner, PepsiCo, Neiman Marcus, Mondelez, iHeart Media, Salesforce, IBM, Intuit, State Farm and Brown Forman.

POSSIBLE MARKETING POSITIONS BASED ON MARKETING CONCENTRATIONS:

Business Analytics

- Business analyst
- Marketing analyst
- Category analyst
- Consumer analyst
- Market researcher

Product Management

- Product manager
- Brand manager
- Marketing assistant/associate/coordinator
- Integrated marketing communications
- Shopper marketing manager
- Digital/social marketing strategist
- Category manager

Sales Leadership

- Field sales territory representative
- Account executive
- Business development representative
- Trade marketing manager
- Sales operations manager



» WHAT SKILLS ARE NEEDED TO EXCEL IN MARKETING?

The marketing core and electives build the foundational and functional skills listed below.



» WHAT IS THE EMPLOYMENT OUTLOOK FOR MARKETING?

The marketing profession is expected to grow by 10 percent by 2026, which is **2.5 times the average for all job growth**.

Specific positions such as Market Research Analysts and Marketing Specialists are expected to grow 20 percent, and 61 percent of companies plan to add digital marketers to their staff. According to *The Wall Street Journal*, sales jobs are up 65 percent and are continuing to grow (source: bls.gov/ooh).

10%

MARKETING JOB GROWTH BETWEEN 2020 AND 2026

65%

SALES JOBS UP YEAR OVER YEAR

» WHAT ARE THE AVERAGE EARNINGS?

\$67,981

AVERAGE STARTING SALARY FOR MOORE SCHOOL MARKETING GRADUATES WHO COMPLETED INTERNSHIPS

\$60,028

AVERAGE STARTING SALARY FOR MOORE SCHOOL MARKETING GRADUATES WITHOUT INTERNSHIP EXPERIENCE

AVERAGE SALARY FOR BUSINESS PROFESSIONALS IN MIDDLE MANAGEMENT:

Business Discipline	2021 Average Salary	2020–2026 Job Growth Rate
Marketing Manager	\$136,900	10%
Finance Manager	\$129,890	5%
Sales Manager	\$126,640	5%
Operations Manager	\$100,780	5%
Supply Chain Manager	\$95,016	4%
Analytics Manager	\$85,260	14%
Manager (National Average)	\$82,700	4%
Accounting Manager	\$71,550	4%
Human Resources Manager	\$61,210	7%

Source: U.S. Bureau of Labor Statistics, bls.gov/ooh

➤ WHY SHOULD YOU CHOOSE THIS PROGRAM?

Not only will the Moore School teach you how to be successful after graduation, but you will have engaging, practical and fun, real-world opportunities to prepare you for your first job.

CENTER FOR MARKETING SOLUTIONS

This center works with partner companies to develop opportunities for you to gain exposure with businesses.

"It's a win-win for ESPN and the SEC Network to partner with the Darla Moore School of Business. We had the opportunity to tap into our core audience and at the same time provide a genuine learning experience for the students."

-KATHERINE B., SEC NETWORK, ESPN

CENTER FOR SALES SUCCESS

The majority (88 percent) of marketing majors, and more than 50 percent of all college graduates, begin their career in sales. This center works with partner companies to ensure that you will have the skills and certifications to launch a rewarding sales career. Sales projects, competitions and creating your digital portfolio in the Sales Lab will prepare you for success.

"We're blown away by the caliber and enthusiasm of candidates coming from UofSC. Their ability to connect complex technology with sales and deliver business outcomes is why they're having an immediate impact in their roles at MuleSoft."

-ANDREW FERGUSON, SENIOR MANAGER, ACCOUNT DEVELOPMENT

PROJECT-BASED LEARNING

Taking the subject matter that you are learning to the next level, project-based classes will allow you to work as marketing consultants for a real client, preparing you for your career.

"I was a part of the Tastemakers team and was heavily involved in developing the promotional strategies. This real-world project really allowed me to realize I would enjoy working in this industry."

-ALEXANDRA P.

MARKETING SCHOLARS

This application-only course is a win-win opportunity for you and the Moore School's corporate clients. You will be working with partner companies on projects centered on topics like branding, new business development, go-to-market strategies, market research and more, exposing you to real projects before your first job.

"Having the opportunity to work hands on with Lionsgate Entertainment allowed me to practice what I had learned in the classroom and taught me the expectations that come from working with a real client. As a result, I was confidently prepared to take a role as a marketing specialist post-graduation, and I frequently look back on the lessons from that semester to guide me in my current job." -MEGHAN P.

INTERNSHIPS

Most students spend the summer completing internships (both for and not for credit) to explore the various facets of marketing. Moore School students often stand out given the experiential learning that they have had throughout their coursework.

"I had a great experience interning at Coca-Cola Consolidated and have learned so much this summer. After working on my internship project and presenting my work to the senior executives and leaders, they offered me a part-time virtual internship into my senior year within the Customer Management Department. I am so excited to stay and continue gaining hands-on experience while at school."

-KAITLIN G.

➤ HOW CAN I GET MORE INFORMATION?



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