

Tobin College of Business Academic Highlights
Major: Marketing

- Notable professors with high research activity.
- Dr. Keiningham was named one of the “Top 50 Undergraduate Business Professors” by Poets & Quants (2020).
- Several minors to choose from.
- Exciting electives such as *Advertising, Digital Marketing, Analytics for Consumer Insight, Sports Marketing and Media, Principles of Retailing, Fashion Marketing, Service Marketing, Experiential and Event Marketing, Food Marketing*, and much more.
- Opportunity to participate in the National Student Advertising Competition through the Advertising Competition courses.
- Global Destination Courses to Dublin, Barcelona, Paris, and Peru.