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.