

BBA IN MARKETING



DILLARD COLLEGE
Business Administration

Build Brands, Win Customers & Turn Data into Decisions

8-WEEK COURSES · ONLINE & IN-PERSON

High Market Demand

Market research analyst jobs are projected to grow **7%** from 2025-2035, twice the 3.5% average.

About **82,000 openings** for market research analysts in the U.S. each year.

Around **50 employers** recruit on campus yearly.

Build In-Demand Skills

Digital & social media marketing

Marketing analytics, research & predictive analysis

Emerging technology, including AI, in marketing

Professional selling & consumer behavior

Brand strategy for global markets

Finish Faster, Your Way

8-week courses in the first and second half of each term, online and in-person.

Start mid-semester: second 8-week sessions begin in **October** and **March**.

Coming back to finish? Your advisor will map the fastest path to your degree.

At a Glance

AACSB-accredited college of business

16:1 student-to-faculty ratio

\$150K in Dillard College scholarships each year

Internships, study abroad, **client projects** for local organizations & **faculty mentors**

JOB OUTLOOK 2025-2035

PROJECTED GROWTH	MEDIAN PAY
Marketing Manager	\$166,790 6%
Sales Manager	\$148,270 4%
Public Relations Manager*	\$146,910 6%
Advertising Manager	\$133,660 6%
Market Research Analyst	\$78,760 7%
Buyer & Purchasing Agent	\$77,710 6%
All occupations (average)	\$50,980 3.5%

*Growth shown for public relations and fundraising managers combined.

Source: U.S. Bureau of Labor Statistics, Occupational Outlook Handbook and Employment Projections 2025-35. Pay is 2025 median annual wage.

FLEXIBLE COURSES. FASTER PROGRESS.

MKTG 3723 Principles of Marketing

MKTG 3743 Digital & Social Media

Marketing

MKTG 3763 Professional Selling

MKTG 4423 Marketing Analytics & Research

MKTG 4643 International Marketing

MGMT 4213 Human Resource Management

MGMT 4113 Contemporary Skills in Organizations

YOUR MARKETING MAJOR · 27 HOURS

Sessions & formats may vary by term; check the current schedule at <https://msutexas.edu/registrar/schedule/> or ask your advisor.

Scan to learn more & apply



msutexas.edu/academics/business/marketing



AACSB
ACCREDITED

Gold Standard of
Business Education

Department of Management & Marketing

Hannah Jones, Secretary
hannah.jones@msutexas.edu
(940) 397-4625

Dillard College of Business
Administration, Office 272