

KING'S COLLEGE

WILKES-BARRE, PENNSYLVANIA

Marketing



You just got home from the gym and you're dying for an ice-cold bottle of Gatorade. After all, if it's good enough for Derek Jeter after practice, it's good enough for your workout right?

While Gatorade is a very popular product, how did you know it would be the best product for you to drink after a workout? Is it because the label on the bottle says Gatorade rehydrates, replenishes and refuels? Or maybe it's because its ads tell you it's a "thirst quencher"? Whatever your reason, be assured that the manufacturers of this popular product have developed their slogan, chosen colors for their drinks and labels and hired the most recognizable athletes for their commercials because they knew all of these factors would influence you to buy Gatorade. You might ask, "How do they know why I would buy a certain product?" The answer is simple - their marketing team told them.

What Make Us Different

At King's, you will develop your creative abilities and gain business skills by taking courses in the William G. McGowan School of Business. The McGowan School of Business curriculum, which is one of only 48 undergraduate schools of business in the country accredited by AACSB International — The Association to Advance Collegiate Schools of Business, will prepare you to meet the expectations marketing professionals face today by taking courses not only in marketing but also in other areas of business.

Internships and more

In addition to taking your courses, you will also have the opportunity to complete an internship. Internships enable you to hone your skills and gain professional work experience—a major advantage on any résumé.

Careers if Marketing

Students who major in marketing have multiple career paths to pursue. Just a few of the jobs in the marketing field include:

- advertising account executive
- consumer research analyst
- media buyer
- merchandising manager
- professional sales
- public relations specialist

Placement Highlights

Listed below are just a few of the various job positions and workplaces where our alumni have found success.

- Merchandise Coordinator at Armani Exchange, New York City
- Marketing Project Manager at J.P. Morgan Chase, Wilmington, Del.
- Junior Broker at J.P. Turner and Company, Staten Island, N.Y.
- Owner/Production Manager at Pinnacle Painting, Newton, Pa.
- Buyer in Training at QVC, West Chester, Pa.
- Loan Officer/Realtor at Wellington Home Mortgage, Cherry Hill, N.J.



To learn more about majoring in Marketing at King's College, please contact the Office of Admission at 1-888-KINGS PA or admissions@kings.edu.