Marketing majors learn how to combine creativity and analytical skills into innovative solutions that power a company’s marketing strategy. Your courses provide the knowledge and skills to understand consumer needs and product markets, communicate ideas effectively, examine the impact of new technologies on the customer decision journey and build meaningful customer relationships using behavioral and analytical insights.

With a strong emphasis on experiential learning, analytics and cutting-edge digital strategy, the marketing major prepares you for a challenging career in leading industries through an approach that values ethics and making a difference in society.
Undergraduate Marketing Enrollment
(Spring 2020)

115
MARKETING MAJORS
(JUNIORS & SENIORS)

118
MARKETING MINORS

Undergraduate Career Outcomes

96%
PLACEMENT RATE

$40,000-$87,000
STARTING SALARY RANGE

TOP RECRUITERS
Amazon
AT&T
Coca-Cola
Eli Lilly
Google
IBM
Nielsen
Microsoft
Procter & Gamble

MARTKETING CAREERS
Marketing careers vary as widely as your interests — across industries and positions, ranging from advertising and product branding to public relations, digital and social media marketing, retailing, media planning and much more. Job titles include:
Brand Consultant
Customer Insight Manager
Digital Marketing Manager
Global Sales Recruiter
Media Planner
Merchandise Analyst
Public Relations Director
Social Media Marketing Manager

APPLIED LEARNING
Experiential learning opportunities are available in most of your senior-level coursework, ranging from designing products and services to conceptualizing and creating new advertising campaigns for clients. The Applied Digital Marketing course gives students the opportunity to design, optimize and deploy live digital and social media campaigns.

Student Organizations

Notre Dame Marketing Club
is a student-centered organization focused on building professional skills and marketing knowledge.

American Advertising Federation Chapter promotes a better understanding of the functions of advertising and the careers available.