

Capitol Federal Hall



THE REAL DEAL

About Majoring in Marketing at KU

by Emma Frieze, strategic communications and marketing



Coming to KU to major in marketing?

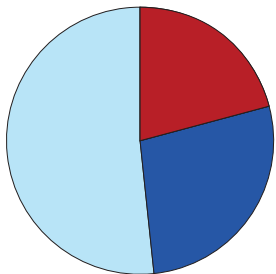
Ditch the potentially sugar-coated or confusing words from formal recruitment materials ... **what is the real experience of being a KU marketing major?**

This info came from talking to students and utilizing the Fields of Study Database and Academic Catalog from the KU website.

1) The Real Deal on... Classes

If you think most of your classes will be in marketing ... **Think Again!**

Only about 21% of your classes will be designated with the "MKTG" code.



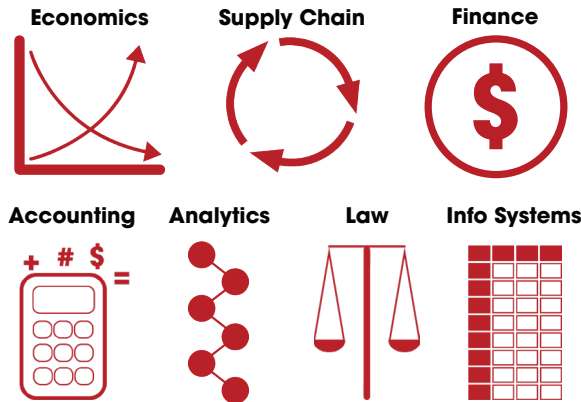
- Marketing (MKTG) classes
- Other Business classes
- Other misc. classes

% of "MKTG" classes by credit hour, (25 out of 120 required credit hours)

2) The Real Deal on... the B-School

If you want to be a graphic designer ... **There's a different major for that.**

The School of Business requires all students to take classes in subjects like these:



What the Marketing Major is Not

Some related but different majors at KU:

Communications

Cultural contexts (ex. political communication)

Media Arts & Production

Applied creative work (ex. conceiving a video)

Strategic Communications

Advertising/PR (ex. research, strategy, writing)

Visual Communications

Graphic design (ex. hands-on art and design)

3) The Real Deal on... Student Perspectives

What you really need to know ... **For future marketing majors, from current marketing majors!**



"Marketing is literally

everything. [Students] think it's just the social media post, or the advertising ... but marketing is all of the research you do ... it basically encompasses every single thing in a business."

— Kyler Choquette, sophomore

Marketing at KU includes all "4 P's": promotion, product, price and place.



"Something I learned

is that there are kind of three different pathways ... marketing, 'strat comm' or communications. That would have been helpful going in, but don't be scared of business because there's a lot of numbers."

— Isabella Rubino, freshman

Students interested in multiple majors can dual-major or add a minor.



"I am going into sales.

[The marketing major] has helped me and prepared me ... giving me the motivation and the confidence. It's very beneficial in the way it just grows your mindset ... There's really good professors and teachers."

— Madeline Solomon, junior

The program offers "Marketing Options" (focuses) such as Professional Selling.