

Marketing

Bachelor of Science Degree
College of Business and Leadership



LOURDES
UNIVERSITY



The Marketing Program at Lourdes University

The Marketing Program continues the Lourdes University and COBAL vision of being a student-centered experience. Our upper-level marketing courses aim to have 20 students or less, which allows students to directly work with their professors on real-world projects. The Marketing program is overseen by an advisory board which contains marketing professionals who have worked for notable organizations. These advisory professionals help update and direct the program and prepare our students to obtain cutting edge skills to become competitive in the workplace. Many of our graduates have earned internships and full-time employment in marketing and sales roles with local, national, and Fortune 500 organizations.

GET MORE
INFORMATION ON
**THE MARKETING
PROGRAM**



**TAKE THE NEXT
STEP**

**CONTACT THE OFFICE OF ADMISSIONS
419-885-5291 • luadmits@lourdes.edu
www.lourdes.edu/COBAL**

Why Choose the Marketing Program at Lourdes University?

Internship Opportunities

Lourdes Marketing majors gain hands-on experience at local agencies and beyond:

The Andersons Inc.
Owens Corning
Toledo Mud Hens
United Way

Thread Marketing Group
Great Lakes Marketing
Lydall, Inc.
Dana Incorporated

Why Cobal?

We are among the 10% of business schools worldwide that are accredited through the International Accreditation Council for Business Education (IACBE), a CHEA (Council for Higher Education Accreditation) recognized accreditor. Employers recognize IACBE-accredited institutions as providers of high-quality business education.

Our top-performing students are inducted into Sigma Beta Delta, an International Honor Society that recognizes academic and personal achievements among business majors.

3 out of 5 graduates get a job or get admitted into a graduate program before graduation.

DEPARTMENT LEADERSHIP

Professor Farrell holds an MBA in global business from Lourdes University. He learned the impact of international cultures in modern business operations and marketing diversification while studying abroad in Dubai, UAE and Abu Dhabi, UAE. Professionally, he earned his industry experience in Fortune 500 companies with demonstrated success in the global automotive industry. He created multiple business relationships with large-scale strategic marketing campaigns, marketing research, new product development, sales management, program management, CRMs, and ERP systems. He has served as a consultant and board member for multiple organizations. Jonathan is a 2016 Who's Who recipient.



Jonathan Farrell, MBA
Chair of Marketing
Assistant Professor of Marketing

OPPORTUNITIES

- Advertising
- Sales
- Product Development
- Search Engine Optimization (SEO)
- Web Design
- Social Media
- Artificial Intelligence

JOB OUTLOOK

- With an ever-changing world and broadening methods of capturing market segment, the role of marketer has become even more essential. Salaries for Marketing majors depend on education, job title, duties and location of employment.

Market Research Analysts and Marketing Specialists

- 846,370 employed in the US as of 2022.
- 13% growth in jobs vacancies (faster than average).
- \$83,190 median average salary in 2022.

Advertising, Promotions, & Marketing Managers

- 389,000 employed in the US as of 2022
- 6% growth in jobs vacancies (faster than average)
- \$156,580 median average salary in 2023

Stats are provided by US Bureau of Labor Statistics