Recent employers of Appalachian Marketing majors include CBS Sports Radio, E&J Gallo, Ralph Lauren, State Farm, Disney, GEICO, Red Ventures, and Target. Some graduates choose to stay at Appalachian for the one-year Master of Business Administration degree.
WHY MAJOR IN MARKETING?

Marketing is an essential business function in for-profit, not-for-profit, and public sector settings. Marketing majors at ASU learn functional business knowledge and gain hands-on experience with marketing principles.

WALKER COLLEGE OF BUSINESS

The Walker College of Business at Appalachian delivers transformational educational experiences that prepare and inspire students to be ethical, innovative and engaged business leaders who positively impact our community, both locally and globally. Enrolling 2,800 undergraduates in 10 majors and 175 graduate students, the Walker College is consistently named one of ”The Best Business Schools” by The Princeton Review and is accredited by AACSB International – the premier global accrediting body for schools of business.

DEPARTMENT OF MARKETING FACTS

• There are two marketing paths in the Walker College of Business, a marketing major with a concentration in general marketing or a concentration in professional selling (new in 2016), which prepares graduates to begin careers with a solid foundation in business and specialized knowledge in sales.

• Both concentrations recognize the value of real-world experience as students are strongly encouraged to participate in an internship. Approximately 75% of students who complete internships receive job offers as a result of the experience. Internships provide students with networking, real-world applications and a chance to explore their interests.

LEARN MORE

marketing.appstate.edu

App State Department of Marketing

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