

Marketing and Entrepreneurship

Marketing (MKTG)

The mission of the Marketing and Entrepreneurship Department is to deliver an excellent marketing program that prepares our students for successful careers and leadership roles in business and society. We are committed to provide a program that develops a rich understanding of marketing concepts and improves managerial abilities in the most exciting areas of marketing. We provide high quality, high value education to advance the professional aims of our students in the competitive and dynamic local, national and international environments. Our faculty conducts research on cutting edge issues and real-world problems. We integrate into our curricula the latest and most relevant marketing theories and industry practices. And we partner with the St. Louis community to promote the economic development of the whole region and the State of Missouri.

COBA's Marketing Department offers the Bachelor of Science in Business Administration (BSBA) and the Master of Business Administration (MBA) degrees. Students can also earn a minor in Marketing, a Minor in Transportation Studies, and a Graduate Certificate in Digital and Social Media Marketing. In response to the market's evolving needs, starting this year, the Department offers a distinct Tracks in Digital and Social Media Marketing. Marketing faculty will also play important roles in the new Doctor of Business Administration (DBA) program, teaching required courses and supervising theses.

As part of the College, the Department is accredited by the top accrediting body for higher education business programs: the Association to Advance College Schools of Business (AACSB).

Degrees

Business Administration BS, Marketing Emphasis

Business Administration BS, Entrepreneurship Emphasis

Business Administration MBA, Marketing Emphasis

Minors

Digital Marketing Communications Minor

Marketing Minor

Certificates

Digital and Social Media Marketing Graduate Certificate

Entrepreneurship Undergraduate Certificate

Entrepreneurship Graduate Certificate

Marketing Management Graduate Certificate

Affiliated Interdisciplinary Programs

Transportation Studies Minor

Courses

Courses offered by the department can be found at the links below:

Entrepreneurship (ENT)