

Marketing Major - WSU Global Campus

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JOAN GIESE: I have to say we're very excited to have the marketing degree completely online. And in today's fast paced digital marketing, world the online space is perfect.

Students, first of all, learn key skills that relate to understanding marketing principles and what marketing is and realizing that it's not trial and error and marketing and communication efforts are based on really sound principles and good strategies. Students also learn about analyzing data. And students learn about creating insights based on those data so that they can be an active part of any marketing team.

To be able to analyze, to learn, to discuss marketing trends and strategies that are evidenced everywhere. It's fascinating when you can discuss those trends and those strategies with your peers who are from around the nation. And those students bring different backgrounds, and they bring different jobs, and they bring different experiences. And the engagement online is phenomenal.

Now with a marketing degree, you can do almost anything. It's very important when it comes to sales. It's very important with jobs in advertising, retail, and business to business, very important with jobs in marketing research. If you are interested in many aspects of a business career, if you are analytical, if you are creative, if you want to really experience a lot of different aspects of business, a marketing career is a great way to go.

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