

Marketing Research and Analytics Major

Why a Marketing Research and Analytics Major?

- 2010 median pay is \$60,570 per year or \$29.12 per hour
- Entry-Level Education: Bachelor's degree
- Number of Jobs, 2010, 282,700
- Job Outlook, 2010-20: 41% increase (much faster than average)

Source: United States Department of Labor



Why should you choose The School of Business at EKU?

- AACSB accredited program
- 2nd undergraduate marketing research and analytics major in the nation
- Dedicated faculty who will provide you with support
- Alumni supported internship opportunities
- State-of-the-art facility

The program consists of:

GBU 101, MGT 340, CIS 430,
MKT 350, 380, 400, 455, 457, 460, 481



For more information contact:

The Department of Management, Marketing & International Business
Business & Technology Center, Room 011
859-622-1377