

# MARKETING

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Marketing expertise is essential for every business to maintain a competitive edge. As a marketing major, you'll master analyzing marketing problems from an evidence-based perspective and generate well-thought-out solutions. Freeman graduates launch marketing careers both domestically and abroad in areas including brand management, sales, advertising, analytics and public relations, and in industries including consumer products, business-to-business selling, nonprofits, hospitality and entertainment.

## Programs

### Undergraduate

#### Major

- Marketing Major (<https://catalog.tulane.edu/business/marketing/marketing-major>)

#### Minor

- Marketing Minor (<https://catalog.tulane.edu/business/marketing/marketing-minor>)