MARKETING MANAGEMENT

OKLAHOMA CHRISTIAN UNIVERSITY

OC.EDU

PROGRAMS

MARKETING MANAGEMENT WITH DIGITAL MARKETING EMPHASIS

MARKETING MANAGEMENT WITH MARKETING MANAGEMENT EMPHASIS

MARKETING MANAGEMENT WITH PROFESSIONAL SELLING EMPHASIS

MARKETING MANAGEMENT WITH SPORTS MARKETING EMPHASIS

CREATIVITY MEETS STRATEGY

A Marketing Management degree from Oklahoma Christian University provides a strong foundation in branding, consumer behavior, market research and strategic marketing. You'll learn how businesses understand their customers, build lasting brands and create marketing strategies that drive growth. With experienced faculty, practical learning opportunities and a focus on ethical leadership rooted in a Christian worldview, you'll graduate prepared to make a meaningful impact in the world of marketing.

GRADUATES OF THE MARKETING PROGRAMS

- Build Brands - Create marketing strategies that help organizations connect with the right audiences.
- Know Customers - Understand consumer behavior and use market research to make informed decisions.
- Create Marketing Strategies - Develop effective marketing plans that help businesses grow.
- Communicate with Purpose - Build professional communication and persuasive selling skills.
- Use Data with Confidence - Apply research, AI and analytics to solve business problems and evaluate results.
- Think Strategically - Combine creativity, critical thinking and problem-solving to meet business goals.
- Lead with Integrity - Make ethical decisions through a Christian worldview.



WHY OC? WHY OKC?

At OC, Marketing Management students receive a Christ-centered education, personal faculty mentorship and learning opportunities that prepare them for today's fast-changing marketplace. You'll get to customize your degree through emphasis areas in Digital Marketing, Marketing Management, Professional Selling or Sports Marketing, allowing you to pursue the career path that best fits your interests and goals. Our campus is located just 10 minutes from downtown Oklahoma City, providing access to internships, networking opportunities and career pathways with leading corporations, marketing agencies, nonprofit organizations and professional sports organizations.

$126,920
AVERAGE OKLAHOMA MARKETING MANAGER SALARY.[1]

$128,920
AVERAGE OKLAHOMA SALES MANAGER SALARY.[1]

ACBSP
ACCREDITED PROGRAM.

TOP 15
BEST BIG CITIES TO LIVE.[2]

REAL EXPERIENCE
YOU'LL GET EXPERIENCE AND MAKE CONNECTIONS WORKING ON PROJECTS FOR REAL BUSINESSES BEFORE GRADUATION.

*SOURCES: [1] O*NET ONLINE*
[2] U.S. NEWS & WORLD REPORT



WHERE CAN THESE DEGREES TAKE YOU?

BRANDING & ADVERTISING
- Brand Manager
- Marketing Manager
- Marketing Coordinator
- Advertising Account Executive
- Creative Strategist

SPORTS MARKETING
- Sports Marketing Coordinator
- Partnership Marketing Manager
- Sponsorship Coordinator
- Fan Engagement Specialist
- Corporate Partnerships Manager

MARKET RESEARCH & STRATEGY
- Market Research Analyst
- Consumer Insights Analyst
- Product Marketing Manager
- Marketing Consultant
- Public Relations Specialist

SALES & BUSINESS DEVELOPMENT
- Sales Representative
- Professional Sales Consultant
- Account Executive
- Business Development Manager
- Sales Manager

DIGITAL MARKETING
- Digital Marketing Specialist
- Social Media Manager
- SEO Specialist
- Content Marketing Manager
- Email Marketing Specialist
- Marketing Analyst

"My time at OC shaped both my career and my faith in ways I'm still grateful for today. My professors invested in me far beyond the classroom, challenging me to put my best foot forward and equipping me with the confidence and professionalism I needed to succeed in the corporate world."

BRITTANY MCKNIGHT (ALUM)

FACULTY

DR. KERIANNE ROPER
PROFESSOR OF BUSINESS
DBA

DR. BURT SMITH
PROFESSOR OF MARKETING
EdD

SCAN TO LEARN MORE

WHERE SOME OF OUR ALUMNI ARE WORKING

- Oklahoma City Thunder
- PMG Marketing
- High Five Media
- VI Marketing & Branding
- Vector Marketing
- KFOR
- CarterPulse
- Rising Media
- Zeno & Associates
- Love's Travel Stops & Country Store
- Paycom
- OG&E
- Hobby Lobby
- Chesapeake Energy
- Heartland Payment Systems
- The Chickasaw Nation
- Life.Church
- American Fidelity
- Oklahoma Christian University
- Kirby-Smith Machinery
- TEKsystems

ACBSP ACCREDITED PROGRAM