



Marketing Specializations

Strategic Communications

Customer Analytics

Customized

This multi-dimensional program provides marketing majors the opportunity to specialize in a marketing area or “customize” their area of concentration.

Murphy Cup

Murphy Cup is an annual, collaborative marketing competition in which teams of students address a marketing challenge and present resolutions to a panel of corporate judges. This year’s “corporate client” and sponsor was NIKE Inc., and judges included executives from OBI Creative, SilverStone Group and NIKE Inc.

Experiential Learning

San Francisco Travel Course

Travel to the Silicon Valley to explore the fields of technology, service and retail, including companies such as Google, LinkedIn, Method, salesforce.com and Williams-Sonoma

iJay Practicum

Within the Heider College of Business is an Apple Authorized™ Campus Store where Heider business students manage the operations, marketing and strategic planning through the iJay Practicum.

Professional Organization

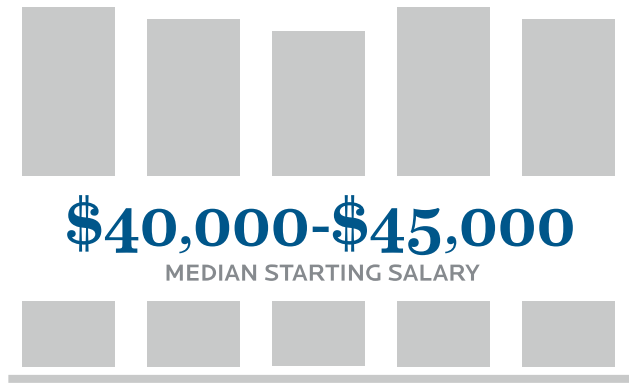
American Marketing Association

This professional organization hosts seminars across all specialties and provides networking opportunities with companies such as Target, Raytheon and Yahoo! Inc.



Where Marketing Graduates Go

Most marketing graduates begin their careers as either sales or marketing trainees in a wide variety of industries, such as pharmaceuticals, banking, insurance, retail and consumer product companies. Opportunities are abundant in marketing, and Creighton graduates are successful in finding jobs that closely match their career goals.



Internships & Employment

Some companies include:



at&t

TARGET



★ macy's



YAHOO!

TD AMERITRADE

BERKSHIRE HATHAWAY INC.



Internships

- Adidas (Omaha, NE)
- Axis Media Public Relations (Los Angeles, CA)
- Lowe Worldwide/Martin Agency (New York, NY)
- Martin/Williams Advertising (Minneapolis, MN)
- Nike, Inc. (Beaverton, OR)
- Nordstrom (Seattle, WA)
- Publicis (New York, NY)
- Yahoo! (Sunnyvale, CA)

Employment

- Applied Underwriters (San Francisco, CA)
- General Electric (Kansas City, MO; Milwaukee, WI)
- Hewlett-Packard (Roseville CA; Omaha, NE)
- IBM (Dallas, TX)
- Nike, Inc. (Beaverton, OR)
- Bell Helicopter (Dallas, TX)
- Kansas City Chiefs (Kansas City, MO)
- U.S. Senate (Washington, D.C.)