OUR MISSION
The Mission of the Rockwell Career Center is to complement Bauer College students’ academic experiences with professional development to help them attain successful and fulfilling business careers and to increase the value of Bauer to the business community.

OUR VALUES
Responsiveness: We take personal responsibility to acknowledge all requests for information in a timely and accurate manner.

Integrity: We are honest, fair, trustworthy and ethical with all of our customers.

Professionalism: We create a strong impression with employers and behave as role models for students.

Lifelong Learning: We provide up-to-date knowledge, resources and training to facilitate growth and advancement.

Teamwork: We unite corporate leaders, alumni, the university and the Houston community to enhance career opportunities for Bauer students.

SERVICES FOR STUDENTS

Career Events: Career Fairs, Workshops, Résumé ER/RoundUp, Volunteer Fair and Special Events.


BAUER INTERNSHIP ACADEMIC CREDIT
For internship information, please visit us online at www.hirebauer.com. If you need assistance with your internship search or for questions regarding Internship Academic Credit please schedule an appointment with your Career Counselor.
OVERVIEW
A Bachelor of Business Administration in Marketing from the C. T. Bauer College of Business is appropriate for students who plan careers in fields such as selling and sales management, retailing, market research and analysis, and marketing communications. Topics covered in marketing (MARK) courses include how to conduct market research and analyze buyers, how to price goods and services, how to sell, how to advertise and promote, and how to develop a marketing plan.

SKILLS
• Ability to influence and persuade
• Management/supervisory
• Adaptability/flexibility
• Marketing
• Verbal/written communication
• Decision-making
• Planning
• Energetic
• Problem solving
• Interpersonal
• Quantitative
• Leadership
• Teamwork

INTEREST AREAS
• Sales and Sales Management
• Retail Merchandising or Retail Operations
• Market Research and Analysis
• Marketing Communications

UNIQUE BAUER PROGRAMS
Program for Excellence in Selling (PES)
www.salesexcellenceinstitute.org
Wolff Center for Entrepreneurship (WCE)
www.bauer.uh.edu/wce

HELPFUL LINKS FOR MARKETING MAJORS
American Marketing Association: www.amahouston.net
Market Research Association: www.mra-net.org
The Ad Council: www.adcouncil.org
Direct Marketing Association: www.thedma.org
Marketing Manager: www.marketingmanager.com

ADDITIONAL RESOURCES
For questions regarding Marketing, visit www.bauer.uh.edu/undergraduate/marketing
For questions related to Undergraduate Business degrees, visit www.bauer.uh.edu/undergraduate
For questions related to Bauer Business Student Activities, visit www.bauer.uh.edu/bsa
For research and reference services with your M. D. Anderson librarian, contact Loretta Wallace at lwallace3@uh.edu or call 713-743-9775.

SALARY INFORMATION
BBA Marketing: $45,500 with a standard deviation of $14,199.
Login to UHIRE (www.uhirebauer.com) for more detailed information regarding salary. (*Based on voluntary reported salaries of Bauer graduates 2013-2014.)

SAMPLE OF EMPLOYMENT AREAS
Account Representative
Advertising Executive
Asst. Brand Manager
Bank Officer
Buyer
Claims Adjuster/Examiner
Comparison Shopper
Credit/Loan Administrator
Telecommunications Director
Consumer Loan Officer
Credit Manager
Customer Service Manager
Development Officer
Direct Mail Specialist
Distribution Manager
District Sales Manager
Financial Planner
Franchise Specialist
Fund-raiser

POSSIBLE EMPLOYMENT SETTINGS
Advertising Agencies
Athletic Organizations
Entertainment Industry
Financial Institutions
Franchisees/Franchisers
Government
Media Wholesalers
Nonprofit Organizations
Public Relations Firms
Retailers
Service Industries
Transportation Firms

A SAMPLE OF COMPANIES RECRUITING BAUER MARKETING GRADUATES
3M
Academy Sports + Outdoors
ADP
Aerotek
Amegy Bank
AT&T
Caterpillar
Comcast
Cricket Communications
Comcast
Ecolab
Enterprise Holdings
GEICO
Group 1 Automotive
Halliburton
Healtth-Packard
Houston Astros
Liberty Mutual
Insurance Company
Live Nation
Mattress Firm
Northwestern Mutual
PLS Logistics
Reynolds & Reynolds
State Farm
Strategic Financial Group
Sysco Corporation