

Marketing

Bachelor of Science in
Business Administration

*Make Excelling
Your Brand.*



It seems everyone considers himself or herself a marketing expert. Sorry to disappoint, but that title goes only to well-schooled individuals with:

The instincts to understand people and businesses.

The ability to mesh strategy with creativity.

The confidence to make critical judgement calls.

While those talents may seem a tall order, they are natural outcomes for the Marketing Concentration of the Walker School of Business.

PIEDMONT
COLLEGE

HARRY W. WALKER
SCHOOL OF BUSINESS

piedmont.edu



Why Study Marketing at Piedmont?

Getting into the minds of consumers and businesses – comprehending their needs and wants – is the first requirement for someone set on a career in sales, advertising, consumer relations, brand management, or marketing research. And it's a key requisite for graduate school.

It is by no means the only requirement. There is also the ability to analyze information, formulate multi-platform marketing strategies, and develop concepts that engage the customer.

At Piedmont, that transformational skill set is inspired by faculty who have practiced (and continue to practice) what they teach. Covered in classes that span from Entrepreneurship to Sports Marketing. Then brought into practical focus through internships, Maymester opportunities, and by teaming with classmates to tackle real projects for real clients.

Where Do I Start?

Let us hear from you. You'll find all the details you need to contact us below.

Information

Undergraduate Admissions

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Harry W. Walker School of Business

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