The marketing major at Culver-Stockton College provides students with practical skills and knowledge to effectively promote products and services. The curriculum utilizes a hands-on, experiential approach to gain an understanding of current marketing principles as they relate to branding, advertising and promotion. The marketing program integrates research and practical internships to provide students with the skills to succeed in a marketing career, in C-SC’s MBA program or other graduate marketing programs. The program embraces the College’s emphasis on experiential education through short-term domestic and international travel study.

BEYOND THE CLASSROOM
Student Run Clubs: ENACTUS and AMA

Honor Societies: Sigma Beta Delta International Honor Society

Professional Experiences: Internships and Conferences

AFTER C-SC
98% of responding C-SC graduates are either employed or in graduate school within six months of graduation.

ALUMNI ACHIEVEMENT
“Each member of the business faculty has made me feel welcomed and valued, as their interactions with me are not just discussions about academic matters, but instead, moving conversations that inspire me to pursue my dreams.”  
– Kimberly Clark ’17

FOR MORE INFORMATION
John Reinhardt III, CPA  
Business Department Chair  
Phone: 573-288-6000, ext. 6365  
Email: jreinhardt@culver.edu