

THE JOSEPH W. LUTER, III SCHOOL OF BUSINESS MARKETING

CHRISTOPHER NEWPORT UNIVERSITY



THE PROFESSION

Marketing is everywhere. Business, organizations and brand-savvy individuals are marketing with digital, social and mobile media. More than ever before, today's marketers must be ready to leverage new information, new communication and distribution channels, and new forms of content to connect with customers.

OUR MARKETING PROGRAM

The Luter School is one of the few nationwide to offer a degree specializing in cutting-edge direct, digital and data-driven marketing. You will learn integrated marketing communication strategies to help an organization thrive. You will learn how to connect with customers through data analytics and how to target consumers with relevant, timely and measurable messages. You'll go beyond theories and strategies to the actual creation and implementation of marketing campaigns for real-world companies.

You will learn from faculty with impressive professional and academic experience who will know your name, care about your success and connect you to valuable opportunities.

Your degree will go far. Hundreds of Christopher Newport alumni are marketing pros so you have a network eager to help you score an internship or job interview. And your degree carries weight. We have repeatedly won the highest and most coveted student award in the direct marketing industry, the Collegiate Gold ECHO Award.

FIND OUT MORE: EMAIL LUTER@CNU.EDU, CALL (757) 594-7215, GO TO SCHOOLOFBUSINESS.CNU

OR FOLLOW US ON



HANDS-ON LEARNING

Marketing majors learn outside Luter classrooms.

You'll have opportunities for:

- Internships
- Projects with local businesses and charities
- Contests and competitions
- Career shadowing
- Networking with alumni
- Research projects with faculty

CAREER PATHS

Sports management: Virtually all sports team marketers share the common objective of filling the seats of their stadium, arena, park or rink with loyal fans. Of course, sports marketers would prefer if these fans purchased season tickets and supported the home team for the entire season, not just one game. Sports marketers may also be interested in obtaining corporate sponsors or hosting fundraising events. These are areas where direct marketing can be especially effective.

Data analysts and market researchers: The need for well-trained and knowledgeable analysts to translate and communicate quantitative insights into actionable decisions is greater than ever. Direct marketing as a data-driven channel affords a wealth of opportunities for today's technological economy and labor market.

Nonprofit organization marketing: Nonprofit organizations use a variety of media and direct marketing tactics to generate awareness of their causes and to obtain volunteers, donors and friends.

Educational services marketing: Educational institutions have long relied on direct marketing to obtain student enrollments, offer continuing education courses, raise funds, and communicate with alumni and the larger community.

Political marketing: Political candidates and parties regularly apply direct marketing strategies and tactics to raise funds, secure campaign volunteers and garner votes.

High profile firms that have hired our graduates:

- Canon Virginia
- Ferguson Enterprises
- Gartner
- GEICO
- General Dynamics
- Pandora
- Pentagon Federal Credit Union
- Smithfield Foods
- Snow Companies
- The Walt Disney Company