The marketing program at Breech effectively prepares students to play prominent roles in a global economy. Marketing majors at the Breech School of Business are immediately involved with real businesses creating advertising campaigns and preparing marketing plans. Students graduating with a degree in marketing are inspired and prepared to lead.
Alumni Spotlight: Grant Bowden ’11
Integrated Shopper Marketing, General Mills, Inc., Rogers, Arkansas

While completing his degree at the Breech School of Business, Grant Bowden developed relationships with Drury alumni like Bill Ricketts, a 2009 inductee into the Breech Hall of Fame; Jon Marrs and Kent Otto, class of 2008, who Bowden credits with pointing him toward his current employer; and various members of the Breech Advisory Board, who answered his questions about industries and employers while he was job hunting. “Looking back at my time at Breech, it is now easy to see the importance of relationships I was able to develop with various alumni. The Drury alumni family has proven to be incredibly tight-knit and willing to help other alumni and students — something I am incredibly thankful for.”

Success in the Classroom

Breech marketing classes engage students with activities in the classroom and in the community. Students are involved, active, and make useful connections for their future careers.

“The faculty and staff are so supportive and helpful. They encourage you to push yourself to become a well-rounded person and prepare you for the real world. Breech is my home away from home.”

— Nicole Spaulding ’13

Success in Marketing

Breech marketing majors have a wide variety of jobs and career paths from which to choose. Graduates are brand managers, advertising managers and even concert promoters. Connections you make at Drury will open wide possibilities to exciting jobs.

Marketing majors get jobs in:

› Market research
› Advertising
› Retail buying
› Product management
› Professional selling

95% of Drury business graduates report working in their chosen field or progressing on to graduate programs.

100% of marketing students at Breech get to see the world with exciting international trips and real business internships.

“Breech strengthened the entrepreneurial spirit that I initially learned from my dad. The broad array of courses that I took at Breech provided me with the knowledge to go along with the ‘hard knocks’ that I had learned from my family’s business.”

— Rob Dickerson ’90
Franchisee for Papa Murphy’s Take-and-Bake Pizza and commercial insurance agent with S&S Insurance Agency, Ozark, Mo.