

MARKETING CONCENTRATION

OVERVIEW

The purpose of marketing is to find and keep customers. Employers in today's economic environment actively seek competent, committed individuals for a variety of upwardly mobile careers in the field of marketing. The Marketing concentration provides students with an in-depth understanding of the most current thinking and practices in strategic marketing techniques along with the analytical, communication and computer skills their employers expect. All Management majors are required to complete at least one concentration; the Marketing concentration is one of nine current options.

CAREER PATH

Our alumni are employed in retailing, sales, service marketing, marketing research and database management, advertising, promotion, product management, brand management, customer relations, and direct and electronic marketing.

CONCENTRATION REQUIREMENTS

Five courses to complete concentration (15 credits)

ONE REQUIRED COURSE:

MKT 310 Data Analysis for Marketing

SELECT FOUR ELECTIVES:

MKT 402 Sales Management

MKT 403 Integrated Marketing Communication

MKT 404 Retailing in Internet Age

MKT 405 Web Page Marketing

MKT 406 Direct Marketing

MKT 407 Services Marketing

MKT 408 Consumer Behavior

MKT 409 Customer Relationship Management

MKT 430 International Marketing

MKT 441 Social Media & E-Services

MKT 465 Entrepreneurship Sales and Marketing

MGT 470 Entrepreneurship

MKT 478 Special Topics in Marketing

MKT 479 Digital Marketing

MGT 480 Internship

"In studying Marketing I'm excited about how there's no "one right way" to do marketing. The field itself requires creativity and unique perspectives. There's also so many different subfields, from Communications to Digital to Analytics. There's something for almost everyone."

—Shanarah Bargan, Class of 2022