WHAT AREA OF MARKETING IS YOUR FOCUS?

CHOOSING AN EMPHASIS AREA IN MARKETING

Research & Insights

Collect and analyze data to build insightful marketing strategies and support business decision making.

Potential Career Paths/Jobs:**

Market Research (Agency or Client) - Consumer Insights Analyst, Marketing Research Analyst, Research Consultant, Research Project Manager

Advertising & Media

Execute traditional and digital advertising and promotional strategies to engage consumers and meet business objectives.

Potential Career Paths/Jobs:**

Graphic/Web Design, Agency (Creative or Account Management), Digital Marketing, Social Media, E-Commerce, Promotions, Product/Brand Management

Sales*

Master personal communication strategies to influence others and solve business problems.

Potential Career Paths/Jobs:**

Sales Management, Customer Relationship Marketing - Account Executive, Business Development Representative, Customer Relationship Manager, Sales Engineer/Technical Sales Representative

Experiential Marketing

Engage the consumer to shape the brand using participatory tactics that ultimately build loyalty.

Potential Career Paths/Jobs:**

Event Marketing, Entertainment Marketing, Sports Marketing - Event Planner, Communications/Social Media Coordinator, Fan Experience, Ticketing, Public Relations

General Marketing

Combine courses and experiences to gain exposure to areas of marketing that fit a unique position in business.

Potential Career Paths/Jobs:**

Store Operations, Retail Marketing, Merchandising/Buying, Logistics, Inventory Management, E-Commerce, Customer Relationship Marketing

*Must be in SIP to pursue the sales emphasis.

**Potential jobs do <u>not</u> represent an exhaustive list of possibilities and are options in a variety of industries.

WHAT AREA OF MARKETING IS YOUR FOCUS?

CHOOSING COURSES

Research & Insights

Required:
MKT 4320

Plus 2 from:
ANTH 4030/4800,
ECON 3140/4050/
4060/4300,
MGT 2180/3100,
MKT 3320/3900#/3980/
4900#/4910#/4980,
POSC 3410, SOC 4060,
WS 3500

Other Supporting Work:
Business Anth. Cert.;
ANTH, ECON, PSYC,
MATH, or SOC minor

Advertising & Media

Choose 1 from:
MKT 3220, MKT 3320

Plus 1 from:
MKT 4230, MKT 4430

Plus 1 from:
MKT 3220/3320/3980/
4230/4430/4980,
any 3000/4000 level
GC course

Other Supporting Work:
Brand Comm, COMM
(General or Sports), PSYC
or SOC minor; Cadency
Student Agency

Sales

Required:
MKT 4220*, MKT 4240*

Plus 1 from:
MKT 3320/3980/4260/
4360*/4980

Other Supporting Work:
SIP Certificate,
Orthopedic Medical Device
Product Specialist
Certificate, Sales Club,
Sales Competitions,
PSYC or MGT minor

Experiential Marketing

Required:
MKT 4280

Plus 2 from: GC
3710/3720,
MKT 3030/3210/3220/
3320/3980/4250/
4260/4270/4290/
4320/4330/4980

Other Supporting Work:
ANTH, Brand Comm,
COMM (General or
Sports), or SOC minor

General Marketing

Choose 3 from: Any
3000/4000 level MKT
courses

Tailor MKT and
supplemental courses and
other work to encompass
other areas in marketing
and business:
Digital Marketing,
Sports Marketing,
International Marketing,
Non-Profit Marketing,
Retail Marketing,
E-commerce,
Society and Ethics
Public Policy

#Must be in Honors College to enroll in MKT 3900, 4900 and 4910.

**Must be in SIP to pursue the sales emphasis.*