

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

WHAT AREA OF MARKETING IS YOUR FOCUS?

CHOOSING COURSES

Research & Insights

Recommended: **MKT 4320**
 Add'l MKT Course Options:
**MKT 3320, MKT 3900*,
 MKT 4900*, MKT 4910***
 Supplemental Course
 Options:
**ANTH 4030/4800,
 ECON 3140/4050/
 4060/4300,
 MGT 2180/3100,
 MKT 3980/4980 CIs,
 MKT 3990/4990 Interns,
 POSC 3410, SOC 4060,
 WS 3500**
 Other Supporting Work:
Business Anth. Cert.;
**ANTH, ECON, PSYC,
 MATH, or SOC minor**

**Must be in Honors College to enroll in MKT 3900 and 4900.*

Advertising & Media

MKT Course Options::
**MKT 3220, MKT 3320,
 MKT 4230, MKT 4430**
 Supplemental Course
 Options:
**GC 3700/3610/3710/3720/
 3730/3740/3760/
 4900*/4990,
 MKT 3980/4980 CIs,
 MKT 3990/4990 Interns**
 Other Supporting Work:
**Brand Comm,
 COMM(General or Sports),
 PSYC or SOC minor;
 Cadency Student Agency**

**Check with your advisor about GC 4900 courses.*

Sales

Recommended:
MKT 4220*, MKT 4240*
 Add'l MKT Course Options:
**MKT 3320, MKT 4260,
 MKT 4360***
 Supplemental Course
 Options:
**MKT 3980 Sales
 Experiential*,
 MKT 3990/4990 Interns**
 Other Supporting Work:
**SIP Certificate,
 Orthopedic Medical Device
 Product Specialist
 Certificate,
 Sales Competitions,
 PSYC or MGT minor**

**Must be in SIP to pursue Sales focus.*

Experiential Marketing

Recommended:
MKT 4280
 Add'l MKT Course Options:
**MKT 3030, MKT 3210,
 MKT 3220, MKT 3320,
 MKT 4250, MKT 4260,
 MKT 4290, MKT 4320,
 MKT 4330**
 Supplemental Course
 Options:
**GC 3710/3720,
 MKT 3980/4980 CIs,
 MKT 3990/4990 Interns**
 Other Supporting Work:
**ANTH, Brand Comm,
 COMM(General or Sports),
 or SOC minor**

General Marketing

MKT course options:
**MKT 3000/4000 level
 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**