The marketing curriculum is designed to provide the foundation for students planning careers in various marketing subfields (see our Careers in Marketing website). The marketing area helps graduate students learn foundational knowledge and the latest marketing advances, with special attention given to consumer and societal well-being. Given the changes and innovations taking place in the industry and the interdisciplinary approach expected from marketing professionals, the marketing area continuously updates its curriculum by offering creative and cutting-edge courses to prepare students for their future marketing careers. The marketing area offers a wide variety of courses that reflect the recent changes and challenges in the global marketplace, emphasizing the creation of value for consumers, businesses, and society at large.