

MARKETING CONCENTRATION

Requirements

Primary Concentration

The concentration in marketing consists of six advanced courses¹ for a total of 15 credits. It is suggested that you choose a specialization for elective courses, as detailed on the next page.

Course	Title	Credits
MKGB 7730	Research Methods	3
MKGB 8701	Marketing Analytics	1.5
Four advanced marketing courses ¹		10.5
Total Credits		15

Secondary Concentration

The secondary concentration consists of four advanced-level courses from the marketing area for nine credits. It is suggested that you choose a specialization for elective courses, as detailed on the next page.

Course	Title	Credits
MKGB 8701	Marketing Analytics	1.5
Three advanced marketing courses ¹		7.5
Total Credits		9

¹ Advanced-level courses are any MKGB course that is 7000-level or higher. A list of courses in Marketing can be found their the academic areas page.

Experiential Course

The marketing area puts a special emphasis on the value of learning by doing. Marketing concentrators are encouraged to pursue an “experiential course” that may be counted toward their concentration. These may include:

- Marketing-related study tour
- Three-credit marketing-related internship
 - MKGB 7811 Marketing Internship
- Marketing-related tutorial or independent study
 - MKGB 8999 Independent Study

Specializations

Specializations represent groups of courses that reflect the interests of students pursuing particular careers. They are not formal requirements, but represent the general recommendation of the faculty for pursuing particular career areas.

Students may take any combination of courses that lead to the appropriate number of credits in the concentration.

Strategic Brand Management

Course	Title	Credits
MKGB 7720	Consumer Behavior	3
MKGB 7723	Strategic Branding	3

MKGB 7785	Marketing Strategy	3
MKGB 7792	New Product Development	3

Marketing Communications

Course	Title	Credits
MKGB 7720	Consumer Behavior	3
MKGB 7755	Integrated Marketing Communications	3
MKGB 7765	Sales Management	3

Marketing Research and Information

Course	Title	Credits
MKGB 77AA	Marketing Decision Models	3
MKGB 7785	Marketing Strategy	3
MKGB 779I	Data-Driven Marketing Decisions	3
MKGB 8703	Revealing Consumer Insights	1.5