

# MARKETING CONCENTRATION

## 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