

# MARKETING CONCENTRATION

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## 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     |