

MARKETING

The marketing curriculum is designed to prepare students for careers in various marketing career paths (visit the Careers in Marketing website). The marketing area helps students learn the foundational knowledge and the latest marketing advances, with special attention given to consumer and societal well-being. This program is ranked 10th in the United States by *U.S. News & World Report*.

The field of marketing calls for creative thinkers with diverse interests and backgrounds. It allows applying economics, psychology, sociology, anthropology, statistics, and mathematics to contribute to the growth of the U.S. and global economy. Marketing concepts and activities today spread far beyond packaged- and durable-goods companies to encompass the business strategies of diverse industries such as service providers, nonprofit institutions, and even political entities. Marketing acumen and skills are critical to succeed in any area of business, regardless of specific positions or job titles, because it involves finding innovative solutions to ever-changing challenges and leveraging evolving opportunities.

Given the innovations taking place in the industry and the interdisciplinary approach expected from marketing professionals, the marketing area constantly updates its curriculum and offers creative and cutting-edge courses to prepare students for marketing careers. The marketing area offers various courses that reflect the challenges in the U.S. and global marketplace, emphasizing the creation of value for consumers, businesses, and society at large.

Students have the option of following a track in their marketing major by directing some of their coursework in their major electives in a planned manner. Possible focus areas include strategic branding, marketing analytics, digital marketing, or integrated marketing communications. Students pursuing a concentration (in marketing or other business areas) may also complete these courses by adding a secondary concentration. Please see your class dean for advice and direction. If you would like to consider one of these focus areas.

How courses are counted

Students must note the following policy for how courses are counted. A student may count a maximum of one class in fulfilling more than one purpose—that is, toward any combination of major, minor, and primary or secondary concentration. For example, only one economics class could count toward both a finance major and an economics minor; any additional economics class would count toward the finance major OR the economics minor, but not both. Similarly, one management class could count toward both a primary concentration in management and a minor in sustainable business, but any subsequent management class would not count toward both. Any exceptions to these rules will be posted within the specific area major, minor, or concentration requirements.

For more information

Visit the marketing area web page.

Programs

Major and Minor

- Marketing Major

- Marketing Minor

Concentrations

- Concentration in Digital Marketing
- Concentration in Global Marketing with Consumer Insights
- Concentration in Integrated Marketing Communications
- Concentration in Marketing
- Concentration in Marketing Analytics
- Concentration in Strategic Branding