

MARKETING

Marketing identifies customer needs and designs strategies and tactics by which companies satisfy those needs and create value for customers, organizations, and society at large.

In applying economics, psychology, sociology, anthropology, statistics, and mathematics to a vital aspect of the U.S. and global economy, marketing calls for people with broad interests: that is, creative thinkers who are willing to seek new solutions. In turn, marketing concepts today spread far beyond the realm of packaged-goods and durable-goods companies to encompass the business strategies of diverse service firms, nonprofit institutions, and even political entities. Marketing knowledge can be critical to success in any area of business, regardless of specific positions or job titles because marketing includes finding solutions to ever-changing problems and the persuasion of target customers, creative thinking and effective communication skills are necessary.

Marketing courses draw upon many interests and aim to provide the necessary foundation for planning careers in various sub-fields of marketing.

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

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