

# MKTG offers 3 Curriculum Tracks\*

| <b>1. General Marketing Management</b>   | <b>2. Business Development &amp; Sales Specialty</b>   | <b>3. Strategic Insights &amp; Analytics Specialty</b>  |
|--|--|---|
| <p>Choose any combination of MKTG elective courses to meet graduation requirements</p> | <p>Specifically for customer- and client-facing careers</p> <p>Recommended courses include:<br/>Personal Selling, Business Marketing, Advanced Sales Management &amp; Services Marketing</p> | <p>Specifically for behind-the-scenes decision making careers</p> <p>Recommended courses include:<br/>Advanced Retailing, Sports Business Marketing Strategy, Brand Management, Marketing Analytics &amp; Prime Practicum</p> |

\*Tracks and suggested curriculum serve as guidelines to help students select courses that align with career paths. Tracks will not show up on official transcripts but may be included on a student's resume.

# Marketing Curriculum by Track

| Required & Supplemental Courses   | 1. General Marketing Management   | 2. Business Development & Sales Specialty  | 3. Strategic Insights & Analytics Specialty  |
|---|---|--|--|
| <p><b>Required Courses</b><br/>           301   Principles of Marketing<br/>           330   Consumer Behavior<br/>           342   Marketing Research<br/>           450W   Strategy</p> <p><b>Supplemental Courses (1 credit)</b><br/>           397   Marketing Skills, tbd<br/>           497   Digital Analytics Practicum**</p> | <p><i>Pick 3:</i><br/> <u>Skill Building Courses</u><br/>           410   Personal Selling<br/>           426   Business Marketing<br/>           428   Advanced Sales Mgmt<br/>           437   Advanced Retailing<br/>           440   Services Marketing<br/>           449   Sports Bus Mktg Strat<br/>           472   Strategic Brand Mgmt<br/>           474   Marketing Analytics<br/>           497   Prime Practicum**</p> <p><u>Industry-Relevant Courses</u><br/>           422   Advertising &amp; Promo*<br/>           442   Sustainable Behavior*<br/>           443   Sports Marketing*<br/>           445   Global Marketing*<br/>           473   Digital Marketing*</p> | <p><i>Pick 2:</i><br/> <u>Skill Building Courses</u><br/>           410   Personal Selling<br/>           426   Business Marketing<br/>           428   Advanced Sales Mgmt<br/>           440   Services Marketing</p> <p><i>Pick 1:</i><br/> <u>Industry-Relevant Courses</u><br/>           422   Advertising &amp; Promo*<br/>           442   Sustainable Behavior*<br/>           443   Sports Marketing*<br/>           445   Global Marketing*<br/>           473   Digital Marketing*</p> | <p><i>Pick 2:</i><br/> <u>Skill Building Courses</u><br/>           437   Advanced Retailing<br/>           449   Sports Bus Mktg Strat<br/>           472   Strategic Brand Mgmt<br/>           474   Marketing Analytics<br/>           497   Prime Practicum**</p> <p><i>Pick 1:</i><br/> <u>Industry-Relevant Courses</u><br/>           422   Advertising &amp; Promo*<br/>           442   Sustainable Behavior*<br/>           443   Sports Marketing*<br/>           445   Global Marketing*<br/>           473   Digital Marketing*</p> |
| <p>*Courses appropriate for any track<br/>           **Practicum courses require an application to join</p>   |   |  |  |

# Related Careers by Track

| <b>1. General Marketing Management</b> | <b>2. Business Development &amp; Sales Specialty</b>   | <b>3. Strategic Insights &amp; Analytics Specialty</b>   |
|--|--|--|
| Any Marketing career                   | Territory Sales<br>Commercial/Retail Sales<br>Retail Manager<br>Retail Buyer<br>Service Team Leader<br>New Business & Development<br>Account Executive<br>Account Executive (Sports) | Brand & Product Manager<br>Consultant<br>Marketing/Brand Analyst<br>Retail/Allocation Analyst<br>Marketing Strategist<br>Marketing Communic. Specialist<br>Sports Marketing Associate & Sponsorships |

Titles based on Smeal Senior Exit Survey,  
Business Career Center

# Suggested Curriculum

## Business Development & Sales Specialty

|                         |                                  | Business Development & Sales Specialty*            |                         |                |              |                     |                            |                   |                            |
|-------------------------|----------------------------------|--|-------------------------|----------------|--------------|---------------------|----------------------------|-------------------|----------------------------|
|                         |                                  | Entry Level Jobs                                   |                         |                |              |                     |                            |                   |                            |
|                         |                                  | Territory Sales                                    | Commercial/Retail Sales | Retail Manager | Retail Buyer | Service Team Leader | New Business & Development | Account Executive | Account Executive (Sports) |
| Courses                 | <b>Skill Building Courses</b>    |  |                         |                |              |                     |                            |                   |                            |
|                         | <b>Pick 2</b>                    |  |                         |                |              |                     |                            |                   |                            |
|                         | 410   Personal Selling           | X  | X                       | X              | X            | X                   | X                          | X                 | X                          |
|                         | 426   Business Marketing         | X  |                         |                | X            |                     | X                          | X                 |                            |
|                         | 428   Advanced Sales Management  | X  | X                       | X              |              | X                   |                            | X                 | X                          |
|                         | 440   Services Marketing         |  | X                       | X              |              | X                   | X                          |                   | X                          |
|                         | <b>Industry-Relevant Courses</b> |  |                         |                |              |                     |                            |                   |                            |
|                         | <b>Pick 1</b>                    |  |                         |                |              |                     |                            |                   |                            |
|                         | 422   Advertising & Promo        | <b>Pick 1 course based on industry of interest</b> |                         |                |              |                     |                            |                   |                            |
|                         | 423   Sustainable Behavior       |  |                         |                |              |                     |                            |                   |                            |
| 443   Sports Marketing  |                                  |  |                         |                |              |                     |                            |                   |                            |
| 445   Global Marketing  |                                  |  |                         |                |              |                     |                            |                   |                            |
| 473   Digital Marketing |                                  |  |                         |                |              |                     |                            |                   |                            |

\*Students may also choose the General Marketing track (no specialty)

# Suggested Curriculum

## Strategic Insights & Analytics Specialty

| Strategic Insights & Analytics Specialty* |   |            |                          |                            |                      |                                     |   |
|---|---|------------|--------------------------|----------------------------|----------------------|-------------------------------------|---|
|   | Entry Level Jobs                            |            |                          |                            |                      |                                     |   |
|   | Brand & Product Manager                     | Consultant | Marketing/ Brand Analyst | Retail/ Allocation Analyst | Marketing Strategist | Marketing Communications Specialist | Sports Marketing Associate & Sponsorships |
| <b>Skill Building Courses</b>             |   |            |                          |                            |                      |                                     |   |
| <b>Pick 2</b>                             |   |            |                          |                            |                      |                                     |   |
| 437   Advanced Retailing                  |   |            |                          | X                          | X                    |                                     |   |
| 472   Strategic Brand Management          | X   | X          | X                        |                            | X                    | X                                   | X   |
| 474   Marketing Analytics                 | X   | X          | X                        | X                          | X                    | X                                   | X   |
| 449   Sports Bus. Marketing Strategy      |   |            |                          |                            | X                    |                                     | X   |
| 497   Prime Practicum                     | X   | X          | X                        | X                          | X                    | X                                   |   |
| <b>Industry-Relevant Courses</b>          |   |            |                          |                            |                      |                                     |   |
| <b>Pick 1</b>                             |   |            |                          |                            |                      |                                     |   |
| 422   Advertising & Promo                 | Pick 1 course based on industry of interest |            |                          |                            |                      |                                     |   |
| 423   Sustainable Behavior                |   |            |                          |                            |                      |                                     |   |
| 443   Sports Marketing                    |   |            |                          |                            |                      |                                     |   |
| 445   Global Marketing                    |   |            |                          |                            |                      |                                     |   |
| 473   Digital Marketing                   |   |            |                          |                            |                      |                                     |   |

\*Students may also choose the General Marketing track (no specialty)

Class is tailored to that specific career path

# Faculty Contacts

## Business Development & Sales Specialty

**Franklin Carter**, Personal Selling & Sales  
Management - [fjc11@psu.edu](mailto:fjc11@psu.edu)

**Matt Checchio**, Business Marketing -  
[mmc229@psu.edu](mailto:mmc229@psu.edu)

**Johanna Slot**, Services Marketing -  
[jhs33@psu.edu](mailto:jhs33@psu.edu)

## Strategic Insights & Analytics Specialty

**Lisa Bolton**, Brand Management -  
[leb14@psu.edu](mailto:leb14@psu.edu)

**Chelsea Hammond**, Marketing Analytics -  
[cch23@psu.edu](mailto:cch23@psu.edu)

**Matt Checchio**, Sports Marketing -  
[mmc229@psu.edu](mailto:mmc229@psu.edu)

**Johanna Slot**, Retailing - [jhs33@psu.edu](mailto:jhs33@psu.edu)