

MKTG Offers 3 Curriculum Tracks*

1. General Marketing Management	2. Business Development & Sales Specialty	3. Strategic Insights & Analytics Specialty
Choose any combination of MKTG elective courses to meet graduation requirements	Specifically for customer- and client-facing careers Recommended courses include: Personal Selling, Business Marketing, Advanced Sales Management & Services Marketing	Specifically for behind-the-scenes decision making careers Recommended courses include: Advanced Retailing, Sports Business Marketing Strategy, Brand Management, Marketing Analytics & Prime Practicum
	Faculty contacts: Franklin Carter fjc11@psu.edu , Matt Checchio mmc229@psu.edu	Faculty contacts: Lisa Bolton - leb14@psu.edu , Jennifer Coupland - jxc75@psu.edu

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

Related Careers by Track

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

Titles based on Smeal Senior Exit Survey,
Business Career Center

Faculty Contacts

Business Development & Sales Specialty

Franklin Carter - fjc11@psu.edu

Matt Checchio - mmc229@psu.edu

Strategic Insights & Analytics Specialty

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