

MKTG offers 3 Curriculum Tracks*

| 1. General Marketing Management | 2. Business Development & Sales Specialty | 3. Strategic Insights & Analytics Specialty |
|--|--|---|
| <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: Personal Selling, Business Marketing, Advanced Sales Management & Services Marketing</p> | <p>Specifically for behind-the-scenes decision making careers</p> <p>Recommended courses include: Advanced Retailing, Sports Business Marketing Strategy, Brand Management, Marketing Analytics & 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>Required Courses 301 Principles of Marketing 330 Consumer Behavior 342 Marketing Research 450W Strategy</p> <p>Supplemental Courses (1 credit) 397 Marketing Skills, tbd 495A Brand Mgmt and Campaign Strategy**</p> | <p>Pick 3: <u>Skill Building Courses</u> 327 Retailing 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>Pick 2: <u>Skill Building Courses</u> 327 Retailing 410 Personal Selling 426 Business Marketing 428 Advanced Sales Mgmt 440 Services Marketing</p> <p>Pick 1: <u>Industry-Relevant Courses</u> 422 Advertising & Promo* 442 Sustainable Behavior* 443 Sports Marketing* 445 Global Marketing* 473 Digital Marketing*</p> | <p>Pick 2: <u>Skill Building Courses</u> 437 Advanced Retailing 449 Sports Bus Mktg Strat 472 Strategic Brand Mgmt 474 Marketing Analytics 495A Prime Practicum**</p> <p>Pick 1: <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

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 | Skill Building Courses | | | | | | | | |
| | Pick 2 | | | | | | | | |
| | 327 Retailing | | X | X | X | X | | | |
| | 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 |
| | Industry-Relevant Courses | | | | | | | | |
| | Pick 1 | | | | | | | | |
| | 422 Advertising & Promo | Pick 1 course based on industry of interest | | | | | | | |
| 442 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 |
| Courses | Skill Building Courses | | | | | | |
| | Pick 2 | | | | | | |
| | 437 Advanced Retailing | | | X | X | | |
| | 472 Strategic Brand Management | X | X | X | X | X | X |
| | 474 Marketing Analytics | X | X | X | X | X | X |
| | 449 Sports Bus. Marketing Strategy | | | | | X | X |
| | 495A Prime Practicum | X | X | X | X | X | X |
| | Industry-Relevant Courses | | | | | | |
| | Pick 1 | | | | | | |
| | 422 Advertising & Promo | Pick 1 course based on industry of interest | | | | | |
| 442 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

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Strategic Insights & Analytics Specialty

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