

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 , Johanna Slot jhs33@psu.edu	Faculty contacts: Lisa Bolton leb14@psu.edu , Chelsea Hammond cch23@psu.edu , Matt Checchio mmc229@psu.edu , Johanna Slot jhs33@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

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								
	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							
	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
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	X
449 Sports Bus. Marketing Strategy					X		X
497 Prime Practicum	X	X	X	X	X	X	
Industry-Relevant Courses							
Pick 1							
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

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Strategic Insights & Analytics Specialty

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