

# 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>
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 <a href="mailto:fjc11@psu.edu">fjc11@psu.edu</a> , Matt Checchio <a href="mailto:mmc229@psu.edu">mmc229@psu.edu</a> , Johanna Slot <a href="mailto:jhs33@psu.edu">jhs33@psu.edu</a>	Faculty contacts: Lisa Bolton <a href="mailto:leb14@psu.edu">leb14@psu.edu</a> , Chelsea Hammond <a href="mailto:cch23@psu.edu">cch23@psu.edu</a> , Matt Checchio <a href="mailto:mmc229@psu.edu">mmc229@psu.edu</a> , Johanna Slot <a href="mailto:jhs33@psu.edu">jhs33@psu.edu</a>

\*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>            301   Principles of Marketing            330   Consumer Behavior            342   Marketing Research            450W   Strategy</p> <p><b>Supplemental Courses (1 credit)</b>            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 &amp; 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 &amp; 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 &amp; 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

<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 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	<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)

## 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)

## Business Development & Sales + Strategic Insights & Analytics Specialty

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

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