

MARKETING MANAGEMENT CONCENTRATION

The Marketing Management concentration is a conscious balance between the technical rigors of data analysis, the nuances of creative strategy, and the subtleties of relationship management with clients and consumers.

Through hands-on student projects, graduates gain experience and confidence needed to lead in an ever-changing marketing environment. From market research to marketing strategies, students have an array of opportunities to provide data-driven guidance, critical thinking, and creativity for all kinds of situations and organizations.

As a discipline with broad applications, the Marketing Management concentration offers flexible career paths and work styles. Graduates are in demand for positions in market research and analytics; business development and sales; and marketing communications, advertising, digital and product marketing.

BUS 396	Consumer Insights	4
BUS 418	Listening to the Customer	4
BUS 455	Marketing Strategy	4
Select from the following:		16
BUS 347	Professional Selling Skills	
BUS 419	Strategic Marketing Measurement	
BUS 421	Marketing Analytics and Business Intelligence	
BUS 423	Digital Marketing Metrics and Management	
BUS 430	Internship/Cooperative Education	
BUS 450	Current Topics in Marketing	
BUS 451	New Product Development and Launch	
BUS 452	Product Management	
BUS 453	Digital and New Media Marketing	
BUS 454	Marketing Projects	
Total units		28