



Career Tracks: A Guide for Selecting Careers in Marketing

| MARKETING CAREER TRACKS | Marketing Analytics | Marketing Communications | Sales Management | Retail Management | Brand Management and Innovation |
|--|--|--|---|---|--|
| Rationale | Growing demand for those trained in measuring and analyzing a firm's customers and marketing efforts | Growing need for effectively engaging and communicating with a firm's customers | 'Professional selling' is the point of entry for a large percentage of careers in marketing | The retail industry accounts for 1 of every 4 jobs (high growth in fashion and digital retailing) | Innovation is the driver of business growth and brands drive company and product differentiation |
| Typical Entry Level Job Titles/Fields | Consumer Insights Analyst Market Research Analyst CRM Analyst | Asst. Media Planner Asst. Account Executive Digital Media Planner | Account Mgr. Sales Representative Sales Team Member | Asst. Retail Buyer Merchandise Mgr. Asst. Social Media Mgr. | Brand Ambassador Asst. Brand Mgr. Asst. New Products Mgr. |
| Typical Early Career Fields/ Paths | Consumer Insights Mgr. Marketing Researcher Digital Media Analyst Management Consultant | PR Account Executive Event Planning Graphic Designer Sports Marketing Mgr. | Major Accounts Mgr. Regional Sales Mgr. Business Development Mgr. Filed Sales Representative | Sr. Retail Buyer Mgr., Market Research Social Media Mgr. Digital Marketing Mgr. Customer Engagement Mgr. | Assoc. Brand Manager Brand Manager Mgr., Innovation New Product Mgr. |
| Target Audience | Students interested in pursuing a career in consumer insights or management consulting | Students interested in a fast-paced career in advertising, digital marketing or social media | Primarily directed to students who are active socially and prefer personal communication | Students interested in increasing opportunities for professional development and career advancement | Students interested in focusing on the analytics, planning and management of brands |
| Value Proposition | Developing an understanding of data acquisition and analysis for effective decision making | Integrating psychology and communication competence to achieve effective decision-making | Success in business starts with selling yourself; increasingly in the area of professional services | Ability to learn new or innovative technology, and gain success in a field that rewards ambitious hard workers | Those seeking an ownership role for a brand and/or product category and who adapt well to change |

Suggested Courses for Each Career Track

| MARKETING CAREER TRACKS | Marketing Analytics | Marketing Communications | Sales Management | Retail Management | Brand Management and Innovation |
|--|---|--|---|--|--|
| Marketing Courses Required of ALL Marketing Majors | MKT 311 Consumer Behavior | MKT 311 Consumer Behavior | MKT 311 Consumer Behavior | MKT 311 Consumer Behavior | MKT 311 Consumer Behavior |
| | MKT 312 Marketing Research | MKT 312 Marketing Research | MKT 312 Marketing Research | MKT 312 Marketing Research | MKT 312 Marketing Research |
| Proposed Marketing Track Courses (2 for each track) | MKT 325 Consumer Insights Through Data Analysis | MKT 313 Advertising & Sales Promotion Strategy | MKT 330 Professional Selling | MKT 327 Retail Marketing | MKT 347 Strategic Brand Management |
| | MKT 326 Marketing Analytics in a Digital Space | MKT 314 Digital & Social Media | MKT 332 Sales Management | MKT 366 Services Retailing & Marketing | MKT 319 Development & Marketing of New Products |
| Recommended Elective(s) (Pick 1 for each track) | MKT 347 Strategic Brand Management | MKT 347 Strategic Brand Management | MKT 313 Advertising & Sales Promotion Strategy | MKT 330 Professional Selling | MKT 313 Advertising & Sales Promotion Strategy |
| | <u>or</u> MKT 319 Development & Marketing of New Products | <u>or</u> MKT 320 Global Marketing | <u>or</u> MKT 325 Consumer Insights Through Data Analysis | <u>or</u> MKT 320 Global Marketing | <u>or</u> MKT 314 Digital & Social Media |
| | <u>or</u> MKT 314 Digital & Social Media | <u>or</u> MKT 326 Marketing Analytics in a Digital Space | <u>or</u> MKT 366 Services Retailing & Marketing | <u>or</u> MKT 313 Advertising & Sales Promotion Strategy | <u>or</u> MKT 320 Global Marketing |
| Capstone Course Required of ALL Majors | MKT 387 Marketing Strategy | MKT 387 Marketing Strategy | MKT 387 Marketing Strategy | MKT 387 Marketing Strategy | MKT 387 Marketing Strategy |