



LEHIGH
UNIVERSITY

**College of
Business**

DEPARTMENT OF MARKETING

WHY MARKETING?

Marketing is a critical success factor in any business. Marketing focuses the firm on the needs of the consumers. It encompasses aspects such as new product development, pricing, promotion, and distribution considerations. Marketing influences virtually all strategic business plans and decisions and its scope ranges from government and non-profit organizations to free enterprise. Marketing plays a major role in the management of any business.

"Because its purpose is to create a customer, the business has two basic functions: marketing and innovation. Marketing and innovation produce results, all the rest are costs." -Peter F. Drucker

UNDERGRADUATE MARKETING MAJOR

Lehigh University's Marketing major is a rigorous and highly relevant curriculum of instruction. Students learn how to recognize the strong linkage between theory and practice, and the need for teamwork, leadership, and communication skills. Course activities provide the learning environment for students to acquire professional-level competency by developing integrated marketing communication campaigns, designing and implementing marketing research projects, conducting end-user customer and channel partner analyses, participation in product development simulations, and the opportunity to further develop their skills through externship projects and corporate internships.



Lehigh Business
BREAK BOUNDARIES

UNDERGRADUATE MARKETING MINOR

Lehigh University's Marketing minor provides non-business students an opportunity to pursue a course of study in marketing that will enable them to supplement their major field and widen their career choices. The overall learning objective of the program is to provide the knowledge and skills to make more informed marketing decisions. Students can also build a concentration allowing for a deeper understanding of a particular aspect of marketing.



Career Tracks: A Guide for Selecting Careers in Marketing

Marketing Career Tracks	Marketing Analytics	Marketing Communications	Sales Management	Retail Management	Brand Management & Innovation
Rationale	Growing demand for those trained in measuring and analyzing customers and marketing efforts.	Growing need for effectively engaging and communicating with 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 with high growth in fashion and digital retailing.	Innovation is the driver of business growth. 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 Manager Sales Representative Sales Team Member	Assistant Retail Buyer Merchandise Manager Asst. Social Media Mgr.	Brand Ambassador Asst. Brand Manager 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 Manager	Major Accounts Mgr. Regional Sales Manager Business Development Mgr. Field Sales Representative	Senior Retail Buyer Market Research Mgr. Social Media Manager Digital Marketing Manager Customer Engagement Mgr.	Assoc. Brand Manager Brand Manager Innovation Manager New Product Manager
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 socially active 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 & Innovation
Business Core Course Required for all Marketing Students	MKT 111 Principles of Marketing	MKT 111 Principles of Marketing	MKT 111 Principles of Marketing	MKT 111 Principles of Marketing	MKT 111 Principles of Marketing
Marketing Core Courses Required for 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
	MKT 387 Marketing Strategy	MKT 387 Marketing Strategy	MKT 387 Marketing Strategy	MKT 387 Marketing Strategy	MKT 387 Marketing Strategy
Suggested Electives (Select 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 319 Innovation & Marketing of New Products
	MKT 326 Marketing Analytics and AI in a Digital Space	MKT 314 Digital & Social Media	MKT 332 Sales Management	MKT 366 Services Marketing & Innovation	MKT 347 Strategic Brand Management
Electives (Select 1 for each track)	MKT 314 Digital & Social Media	MKT 320 Global Marketing	MKT 313 Advertising & Sales Promotion Strategy	MKT 313 Advertising & Sales Promotion Strategy	MKT 313 Advertising & Sales Promotion Strategy
	MKT 319 Innovation & Marketing of New Products	MKT 326 Marketing Analytics and AI in a Digital Space	MKT 325 Consumer Insights Through Data Analysis	MKT 320 Global Marketing	MKT 314 Digital & Social Media
	MKT 347 Strategic Brand Management	MKT 347 Strategic Brand Management	MKT 366 Services Marketing & Innovation	MKT 330 Professional Selling	MKT 320 Global Marketing

PART OF BUSINESS CORE CURRICULUM

MKT 111 Principles of Marketing

MARKETING CORE CURRICULUM

MKT 311 Consumer Behavior

MKT 312 Marketing Research

MKT 387 Marketing Strategy*

*MKT 311 & MKT 312 are pre-requisites for MKT 387.

MARKETING ELECTIVES

MKT 313 Advertising & Sales Promotion Strategy

MKT 314 Digital & Social Media

MKT 319 Innovation & Marketing of New Products

MKT 320 Global Marketing

MKT 325 Consumer Insights through Data Analysis

MKT 326 Marketing Analytics & AI in a Digital Space

MKT 327 Retail Marketing

MKT 330 Professional Selling

MKT 332 Sales Management

MKT 347 Strategic Brand Management

MKT 366 Services Marketing & Innovation

MKT 371 Directed Readings

MKT 372 Special Topics

OTHER RECOMMENDED COURSE

MKT 373 Marketing Internship*

*A one credit course which can be taken twice.

OPTIONAL STUDY ABROAD - LEHIGH IN BELGIUM

In partnership with Lehigh's Study Abroad Office, students have the opportunity to study global marketing in Belgium during the summer term. This 4 week, 6 credit program includes MKT 320 and MKT 371.

MARKETING MAJOR

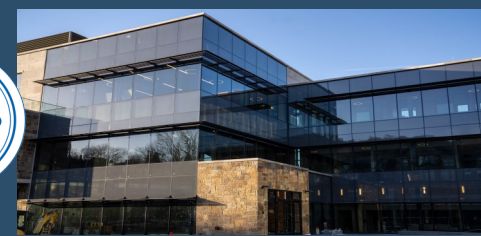
A Marketing major consists of the Business Core curriculum plus 18 Marketing credits including the Marketing Core and 3 Marketing Elective courses based on career interests.

MARKETING MINOR

The Marketing minor is available to non-business students. It consists of 12 credits, MKT 111 and three additional marketing courses.

EXTRA-CURRICULAR ACTIVITIES AND SPECIAL PROGRAMS

- **MARKETING CLUB:** Enables students to explore the field of marketing through professional speaker events, field trips and networking events. Affiliate chapter of the American Marketing Association (AMA).
- **PRACTICUMS, INTERNSHIPS AND EXTERNSHIPS:** Allows students to work on real projects in both profit and non-profit organizations.
- **FASHION SCHOLARSHIP FUND:** An annual case competition for students interested in Fashion & Retailing that awards scholarships for project winners.
- **LAMBDA MU SIGMA:** The Lehigh Marketing Honor Society awards marketing students with high academic achievement who have made contributions to the educational mission of the department.
- **DEPARTMENT EVENTS:** Students can augment their studies and build industry connections through a variety of events including Career Week, guest speakers, mentoring, and corporate visits.



Department of Marketing

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