



Department of Marketing

COLLEGE OF BUSINESS
LEHIGH UNIVERSITY

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 Planner 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 312 Marketing Research MKT 387 Marketing Strategy	MKT 311 Consumer Behavior MKT 312 Marketing Research MKT 387 Marketing Strategy	MKT 311 Consumer Behavior MKT 312 Marketing Research MKT 387 Marketing Strategy	MKT 311 Consumer Behavior MKT 312 Marketing Research MKT 387 Marketing Strategy	MKT 311 Consumer Behavior MKT 312 Marketing Research MKT 387 Marketing Strategy
Suggested Electives (Select 2 for each track)	MKT 325 Consumer Insights Through Data Analysis MKT 326 Marketing Analytics & AI in a Digital Space	MKT 313 Advertising & Sales Promotion Strategy MKT 314 Digital & Social Media	MKT 313 Advertising & Sales Promotion Strategy MKT 332 Sales Management	MKT 315 Entertainment Marketing MKT 327 Retail Marketing	MKT 319 Innovation & Marketing of New Products MKT 347 Strategic Brand Management
Electives (Select 1 for each track)	MKT 314 Digital & Social Media MKT 319 Innovation & Marketing of New Products MKT 347 Strategic Brand Management	MKT 315 Entertainment Marketing MKT 326 Marketing Analytics & AI in a Digital Space MKT 347 Strategic Brand Management	MKT 314 Digital & Social Media MKT 315 Entertainment Marketing MKT 325 Consumer Insights Through Data Analysis	MKT 313 Advertising & Sales Promotion Strategy MKT 320 Global Marketing MKT 330 Professional Selling	MKT 313 Advertising & Sales Promotion Strategy MKT 314 Digital & Social Media MKT 315 Entertainment Marketing