Marketing Concentration

The Department of Marketing provides students with many opportunities to gain experience in developing marketing strategies and tactics. The curriculum provides flexibility for each student to select marketing electives that align with his or her career interests.

What Do Professionals in Marketing Do?
Marketing professionals are at the center of developing solutions to meet customers’ needs. They gather information to understand markets and potential customers, analyze the needs of market segments, and lead organizational efforts in developing products and services for target customers. Beyond developing solutions for customers, marketers are also responsible for developing strong relationships with customers and for designing distribution channels that make products/services conveniently available. Marketers are also responsible for capturing the value that companies create with well-designed pricing strategies. It is not unusual for marketing professionals to specialize in a particular facet of marketing, such as branding, market research, pricing, or customer relationship management. Giving the far-reaching effects of product development, channel design, and communications, marketing professionals play a critical role in improving the sustainability of business operations.

Potential Careers in Marketing
- Advertising and Promotion
- Brand Management
- Channel Management
- Customer Service
- Digital Marketing
- Event Marketing
- Market Research
- Marketing Data Analytics
- Marketing Communications
- Marketing Strategy Planning
- Media Planning
- Pricing Management
- Product Development
- Public Relations
- Retailing
- Sales Management
- Social Marketing
- Sports Marketing

Common Characteristics and Skills of Successful Marketing Students and Professionals
- Strong written communication skills
- Strong analytic and planning skills
- Manages time well and meets deadlines
- Strong communication skills, including listening
- Highly organized; detail-oriented
- Effective presentation skills
- Appreciates diversity and differences in people
- Understands and enjoys working with technology
- Persuasion and negotiation skills
- Flexible presentation approach/style based on audience
- Exercises ethical behavior at the highest level
- Employs good judgment
- Self-starter, works without close supervision, takes initiative
- Works well with others, in team environments
- Understands how all functions of business are related

Tips for Researching Marketing Occupations
- Discuss career options with your marketing professors
- Search the web for job profiles and position descriptions
- Talk to alumni of the marketing program
- Attend the Career Fair; ask recruiters about marketing jobs
- Talk with a career counselor
- Take an online assessment (see the Career Center website) to see if an occupation in marketing is for you
- Shadow a marketing professional for a day
- Know yourself and what type of work you enjoy
- Get involved with a club/organization and run for the office of Vice President or Chair of Marketing
- Attend guest lectures hosted by Marketing Club

Online Resources
www.career.colostate.edu
www.acinet.org
This tool provides the specific regulations as a way to illustrate how the curriculum works. However, there is no substitute for working with an academic advisor; please visit with your advisor each semester as they can help you understand how the curriculum can be tailored to meet your individual needs.

### MARKETING CONCENTRATION - RECOMMENDED COURSE SEQUENCE

#### FRESHMAN

- All-University Core Curriculum (AUCC) 31 Credits
  - CO150 (Written Communication, 1A)
  - ECON202 (Social/Behavioral Sciences, 3C)
  - MATH141 (Mathematics, 1B)
  - Lab Science (Biological/Physical Sciences, 3A)
  - Arts & Humanities (3B)

#### SOPHOMORE

- Science (Biological/Physical Sciences, 3A)
- STAT204 (Historical Perspectives, 3D)

- Students MUST complete CO150 and MATH141 by the time they complete 60 credits to avoid a registration hold.

- Global & Cultural Awareness (3E)

#### BUSINESS CORE 35 CREDITS

- BUS100, BUS201, CIS200
- BUS220 (3B), ACT210, ACT220
- BUS260
- ECON204 (3C)
- STAT204
- Historical Perspectives (3D)

#### JUNIOR

- Students MUST complete CO150 and MATH141 by the time they complete 60 credits to avoid a registration hold.

- Global & Cultural Awareness (3E)

#### SENIOR

- BUS300 (2B), FIN300, MGT301, MKT300
- BUS479, MGT320

### MARKETING COURSES 21 CREDITS

#### REQUIRED

- MKT361 Buyer Behavior
- MKT410 Marketing Research
- MKT479 Marketing Strategy and Management

#### MKT GROUP 1 CHOOSE A***

- MKT315 Marketing Communication Design
- MKT320 Integrated Marketing Communications
- MKT330 Business Customer Relationships
- MKT360 Retailing
- MKT362 Professional Selling
- MKT363 Sales Management
- MKT364 Product Design
- MKT365 International Marketing
- MKT366 Services Marketing
- MKT367 Sports Marketing
- MKT370 Digital Marketing
- MKT440 Pricing and Financial Analysis in Marketing
- MKT450 Marketing Analytics
- MKT487 Internship
- MKT492 Seminar (topics vary by semester)

### MARKETING COURSES (21 CREDITS)

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
<th>PREREQUISITE(S)*</th>
<th>SEMESTER(S) OFFERED**</th>
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<tbody>
<tr>
<td>MKT361</td>
<td>Buyer Behavior</td>
<td>MKT300</td>
<td>fall, spring</td>
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<tr>
<td>MKT410</td>
<td>Marketing Research</td>
<td>STAT204, MKT300</td>
<td>fall, spring</td>
</tr>
<tr>
<td>MKT479</td>
<td>Marketing Strategy and Management</td>
<td>MKT410</td>
<td>fall, spring</td>
</tr>
</tbody>
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* Courses may be restricted to specific class levels, use the Course Schedule/registration system (via Ram Web) to view restrictions.

** Terms listed are when the College of Business anticipates offering each course and should be utilized with the guidance of your academic advisor for future planning purposes. Courses may be offered in terms different than those listed. You should always use the Course Schedule/registration system (via Ram Web) to view the most up-to-date course offerings.

*** Consider the marketing “career tracks” when selecting MKT Group 1 courses.