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
Marketing Concentration

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

<table>
<thead>
<tr>
<th>FRESHMAN</th>
<th>SOPHOMORE</th>
<th>JUNIOR</th>
<th>SENIOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>All-University Core Curriculum (AUCC) 31 Credits</strong></td>
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</tbody>
</table>

- CO150 (Written Communication, 1A)  
- ECON202 (Social/Behavioral Sciences, 3C)  
- MATH141 (Mathematics, 1B)  
- Lab Science (Biological/Physical Sciences, 3A)  
- Arts & Humanities (3B)  
- Science (Biological/Physical Sciences, 3A)  
- ECON204 (3C)  
- STAT204 (3D)  
- 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, BUS220 (3B)  
- ACT210, ACT220, BUS260, CIS200  
- BUS300 (2B), FIN 300, MKT300, MGT301  
- MGT320, BUS479  

| **Marketing Concentration 21 Credits** | | | |

- MKT361, 2 MKT Electives  
- MKT410, MKT479, 2 MKT Electives  

| **Electives 33 Credits** | | | |

- 9 Credits of Electives  
- 6 Credits of Electives  
- 9 Credits of Electives  
- 9 Credits of Electives, including 3 credits of UD (300+ level)  

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### Marketing Courses (21 credits)

<table>
<thead>
<tr>
<th>COURSE</th>
<th>TITLE</th>
<th>PREREQUISITE(S)</th>
<th>SEMESTER(S) OFFERED</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT361</td>
<td>Buyer Behavior</td>
<td>MKT300 or MKT305</td>
<td>fall, spring</td>
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<tr>
<td>MKT410</td>
<td>Marketing Research</td>
<td>STAT204, MKT300 or MKT305</td>
<td>fall, spring</td>
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<tr>
<td>MKT479</td>
<td>Marketing Strategy and Management</td>
<td>MKT410</td>
<td>fall, spring (Seniors only)</td>
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</table>

**Consider the marketing "career tracks" when selecting electives.**

<table>
<thead>
<tr>
<th>MKT Electives (12 credits)</th>
<th>Choose 4</th>
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<tbody>
<tr>
<td>MKT315</td>
<td>Marketing and Communication Design</td>
</tr>
<tr>
<td>MKT320</td>
<td>Integrated Marketing Solutions</td>
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<tr>
<td>MKT330</td>
<td>Business Customer Relationships</td>
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<tr>
<td>MKT360</td>
<td>Marketing/DM Retailing</td>
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<tr>
<td>MKT362</td>
<td>Professional Selling</td>
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<tr>
<td>MKT363</td>
<td>Sales Management</td>
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<tr>
<td>MKT364</td>
<td>Product Development and Management</td>
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<tr>
<td>MKT365</td>
<td>International Marketing</td>
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<tr>
<td>MKT366</td>
<td>Services Marketing</td>
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<tr>
<td>MKT367</td>
<td>Sports Marketing</td>
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<tr>
<td>MKT370</td>
<td>Digital Marketing</td>
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<tr>
<td>MKT440</td>
<td>Pricing and Financial Analysis in Marketing</td>
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<tr>
<td>MKT450</td>
<td>Marketing Analytics</td>
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<tr>
<td>MKT486</td>
<td>Marketing Practicum</td>
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<tr>
<td>MKT487</td>
<td>Internship</td>
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<tr>
<td>MKT492</td>
<td>Seminar</td>
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### MORE INFO

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