Overview

The purpose of marketing is to find and keep customers. Employers in today’s economic environment actively seek competent, committed individuals for a variety of upwardly mobile careers in the field of marketing. The Marketing concentration provides students with an in-depth understanding of the most current thinking and practices in strategic marketing techniques along with the analytical, communication and computer skills their employers expect.

Concentration Requirements

Five Courses Required (15 credits)

Take this required course:

MKT 310 Data Analysis for Marketing

Take any four of the following courses:

MKT 402 Sales Management
MKT 403 Integrated Marketing Communication
MKT 404 Retailing in Internet Age
MKT 405 Web Page Marketing
MKT 406 Direct Marketing
MKT 407 Services Marketing
MKT 408 Consumer Behavior
MKT 409 Customer Relationship Management
MKT 430 International Marketing
MKT 441 Social Media & E-Services
MKT 465 Entrepreneurship Sales and Marketing
MGT 470 Entrepreneurship
MKT 478 Special Topics in Marketing
MGT 480 Internship

Notes: Students are allowed to pursue more than one concentration. However, no more than two courses from the first concentration can be used towards the second.

Concentration courses are not guaranteed to be offered every semester. Students should meet with their advisor to plan out a specific path for graduation.

The concentration requirements in place when a student declares the concentration are the requirement to be completed, not necessarily the concentration requirements in place at the time of enrollment in the College of Management. The proper concentration requirements will appear on the degree audit.

Career Path

Our alumni are employed in retailing, sales, service marketing, marketing research and database management, advertising, promotion, product management, brand management, customer relations, and direct and electronic marketing.

Advising Notes

The Marketing concentration enables students to choose from a broad range of courses in management. Students with particular interests (e.g. in retailing, e-business, or market research) should consult with a departmental faculty advisor for guidance on course selection. Prerequisites for these courses are strictly enforced, so Marketing concentrators should plan their schedules carefully and early.

For more information contact:

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