Marketing

**(through 2023)**

**Marketing Advising**

Marketing powers innovation, influences strategy, and drives corporate performance. The W. P. Carey business degree in marketing prepares you to steer organizations in the right direction, with fundamental marketing knowledge and skills in market analysis, decision-making, and communication. You can even expand your horizons — and your opportunities — with a concentration in professional sales, or digital and integrated marketing communications. When you graduate, you'll be ready to thrive in your career and industry of choice.

**Major Requirements**

| **Sequencing** | | | | |
| --- | --- | --- | --- | --- |
| **MKT 302** | **⇒** | **MKT 352**  **MKT Elective**  **MKT Elective** | **⇒** | **MKT 402**  **MKT Strategy Course**  **MKT Elective** |

**Marketing Degree Courses**

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| MKT 302 Applied Marketing Management and Leadership |
| MKT 352 Marketing Research |
| MKT 402 Consumer Behavior |

**Marketing Strategy Course (3 credits, choose one)**

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| MKT 442 Services Marketing Strategy |
| MKT 452 Business to Business Marketing Strategy |
| MKT 462 Competitive Marketing Strategy |

**Marketing Electives (9 credits, choose three)**

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| MKT 355 Designing Brand Identity: Methods and Digital Tools |
| MKT 365 Advertising Management |
| MKT 370 Professional Sales & Relationship Management |
| MKT 385 Data Driven Marketing |
| MKT 410 Sales Management |
| MKT 420 Retail Management |
| MKT 425 Global Marketing Management |
| MKT 435 Entrepreneurial Management |
| MKT 448 Advanced Selling Using Data and Technology |
| MKT 440 Digital Marketing in Practice |
| MKT 442 Services Marketing Strategy |
| MKT 450 Social Media and Content Marketing |
| MKT 452 Business-to-Business Marketing Strategies |
| MKT 455 Brand Management |
| MKT 462 Competitive Marketing Strategy |
| MKT 472 Immersive Brand Experience I: Intelligence, Insights, and Strategy |
| MKT 484 Internship (MKT department consent required) |
| MKT 493 Honors Thesis |
| MKT 494 Special Topics (non-sports business topic) |
| MKT 494 Individualized Instruction (MKT department consent required) |