Marketing [http://Eccles.Utah.edu/marketing](http://Eccles.Utah.edu/marketing)

**Overview**
Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stakeholders. One quarter of the workforce is estimated to be employed in marketing, transportation, and related distribution activities. This makes the general field of marketing one of the largest areas of opportunity for employment in business today. Marketing majors explore diverse topics such as marketing research, consumer behavior, advertising, and international marketing. Many marketing undergraduates pursue graduate study in business; the Master’s in Business Administration (MBA) and Master’s of Science in Information Systems (MSIS) degrees are popular choices.

**Marketing Major Courses**
The marketing major consists of one statistics course (OIS 3440), five major sequence courses, and two global perspectives courses. Two major sequence courses are required: MKTG 4020 and MKTG 4450. Marketing students must take MKTG 4840 as one of their two global perspectives courses. It is recommended that students take MKTG 4020 and 4450 early in their course sequence once they enter the major. Any student wishing to complete an Honors Thesis in Marketing must take MKTG 4450 no later than the spring of his or her junior year. Most marketing major courses are typically NOT offered in the summer semester.

**MKTG 4020-Marketing Management** This course is a hands-on analysis and actual decision-making journey in marketing strategy. Students examine actual case histories and decisions made by real managers and executives. The conclusion of the course provides students an opportunity to apply their knowledge of marketing strategy maneuvers and marketing management via computer simulation. (*Prerequisites: Marketing or Management major status and MKTG 3010*)

**MKTG 4450-Marketing Research** Marketing research is the science of studying the marketplace to get solid answers to support good decision-making. In this class, students explore different sources of business data and spend the majority of the course focusing on the skills needed to design and perform good business research. Students also learn about experiments and observation, surveys, interviews, focus groups, and data analysis. Students use fieldwork, in-class exercises, discussion, lectures, first-hand experiences, cases, and projects, to explore these important ideas. (*Prerequisites: Marketing major status and OIS 3440*)

**MKTG 4840-International Marketing** Globalization requires a firm to think globally and act locally to compete with the large number of competitors from both developed and less-developed countries. The marketing mix (product, channel, promotion, and price) must be managed carefully when exporting, working with a licensing agreement, forming a joint venture, or investing in production facilities abroad. A combination of case studies, videos, special guests, and projects provide a variety of learning experiences. (*Prerequisite: MKTG 3010*)

**Students must also select three 3-credit upper division Marketing electives, as well as a Global Perspective II (IR) course.** In selecting electives, students should think carefully about whether they want to work for a firm that markets their products and services to consumers or to other firms. Electives are NOT typically offered in the summer semester. Electives require at least the completion of MKTG 3010 and Upper Division Status as prerequisites.

**Available Marketing Electives**:  
MKTG 4310 - Digital Marketing and Analytics  
MKTG 4350 - Web Analytics and Database Marketing  
MKTG 4500 - Introduction to Advertising  
MKTG 4510 - Advertising Management  
MKTG 4600 - Marketing Analysis and Decision-making  
MKTG 4720 - Personal Selling  
MKTG 4700 - Entrepreneurial Marketing  
MKTG 4770 - Consumer Behavior  
MKTG 4880 - Marketing Internship Program**  

*Not all electives are offered every term, and are subject to change.**  
** Application required.
Course Sequencing
Below is a suggested sequencing of marketing courses once a student enters the marketing program. Students’ schedules may vary based on previous coursework. Please be aware that Marketing major courses are mainly offered in the Fall and Spring semesters. As such, students should make the appropriate academic plans with their assigned academic advisor.

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<thead>
<tr>
<th>Four semester sequence (Fall and Spring semesters)*</th>
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<tbody>
<tr>
<td>Semester 1</td>
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<tr>
<td>MKTG 3010</td>
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* Students may have additional course requirements beyond the courses listed here which may be used to complete a full time semester schedule.

Experiential Education and Involvement
American Marketing Association Collegiate Chapter (AMA)
AMA National Student Conference & Campaign Competition
DESB Marketing Internship Program
Adobe Digital Analytics Competition (MKTG 4350)
Google Online Marketing Challenge (MKTG 4310)
Marketing Campaign Design & Pitch (MKTG 4510)
Marketing Honors Degree & Thesis
Omniture Competition
PoleVault Media
Technology Titans Innovation Challenge
Undergraduate Research Opportunities Program
University Impact Fund
University Venture Fund

Marketing Internship Program
The Marketing Internship Program enables students to earn upper division marketing credit while gaining real-world experience in the workplace. The internship provides credit for learning, not simply credit for working. This program is characterized by supervision or mentorship by a professional practitioner that emphasizes industry best-practices beyond a student’s existing skill level. Students must formally apply with Business Career Services to be considered for this program. Only Marketing majors will be accepted.

Career Areas in Marketing
Advertising
Business-to-Business Marketing
Consumer Psychology
Direct Marketing
Marketing Educator
International Marketing
Market Research
Nonprofit Marketing
Product Management
Public Relations
Retail & Merchandising
Sales
Services Marketing

Career Services
Success in the job market requires early preparation; therefore, students should begin investing in career skills as early as the freshman year. Career Counselors in Business Career Services (801-581-8687) assist students in understanding vocational options, finding internships, and preparing for a successful career. Jonathan Exton is BCS’s Marketing Career Counselor and is a resource to marketing students. Students may schedule an appointment with Jonathan through UCareerPath, accessed through their CIS homepage.

Graduate Study in Business
Many marketing majors eventually choose to return to school for graduate study in business. The Master’s in Business Administration (MBA) degree prepares students for leadership positions in many careers. Some marketing students pursue a Master’s of Science in Information Systems (MSIS) degree. Marketing decisions are increasingly driven by data harvested from various electronic sources, and the MSIS degree prepares students to track and analyze business data. For more information about graduate programs in the Eccles School call Graduate Admissions at (801) 581-7785, stop by the 2nd floor of the Spencer Fox Eccles Business Building, or e-mail mastersinfo@business.utah.edu.