

MBA Marketing Concentrations

REVISED DRAFT: April 6, 2009

MBA students who wish to pursue a concentration in marketing can customize a concentration with proper advice from the marketing department faculty advisor. See the Exhibit 1 for a summary of the courses currently available and the required coursework.

In addition, MBA students taking a concentration in entrepreneurship or wanting to develop an entrepreneurial mindset should consider taking relevant marketing electives described in Exhibit 2.

Recent MBA graduates during 2004-2008 with a marketing emphasis have been employed by firms such as:

- American Express
- Amgen
- Astec Energy
- Dial
- Dillards
- FedEx
- Harry & David
- HEB
- Honeywell
- Intel
- Kellogg
- Los Alamos National Laboratories (technical marketing)
- Office Depot
- Petsmart
- Procter & Gamble
- Raytheon
- Target Stores
- US Airways
- Visa

Building upon the core MBA marketing course (MKTG 510) which provides a foundation in marketing management, the two common required courses for a concentration include: (1) consumer & organizational buyer behavior (MKTG 550), and (2) marketing research (MKTG 572). These are foundational to the concentration because: (1) an understanding of consumer & organizational behavior is critical to developing a sound marketing plan and strategy, and (2)

marketing research allows one to systematically gather and interpret information on consumers, competitors and the competitive marketplace.

The marketing concentration also includes three other courses that provide more in-depth knowledge that is relevant to the particular student's interests. In short, all concentrations involve five courses beyond the core class. It should be noted that the five courses that comprise the marketing concentration can be altered from time to time depending upon: (1) new developments in industry practices and marketing concepts and theory, (2) faculty availability, and (3) student demand.

Career opportunities related to the marketing concentration include positions such as: brand manager, category manager, new product or innovation analyst, account management and/or business-to-business sales, marketing planner and customer relations manager. These positions occur across a wide variety of industries. Students should include an internship between the summer of the first and second year of their program to develop their skills and enhance their career placement opportunities.

Concentrations are not formally recognized on your transcript but rather are designed to offer a solid foundation of preparation for your particular career objective. Students whose primary interest is in another field, e.g., finance, MIS, entrepreneurship, are encouraged to select those marketing courses that best round out their set of skills without regard to completing a specific group of marketing courses.

Exhibit 1

MBA MARKETING CONCENTRATION

	Semester	Required / Elective
MKTG 510 - Marketing Management	Year 1, Semester 1	MBA core course
MKTG 572 - Marketing Research for Managers	Year 1, Semester 2	Required
MKTG 550 - Consumer & Organizational Buyer Behavior	Year 2, Semester 1	Required
MKTG 530 - Management of Marketing Communication	Year 2, Semester varies	Elective
MKTG 555A - Brand Management	Year 2, Semester varies	Elective
MKTG 559 - Product Strategy	Year 2, Semester varies	Elective
MKTG 562 - Voice of the Market	Year 2, Semester varies	Elective

OTHER ELECTIVES OFFERED AS DEMAND WARRANTS: MKTG 542 Customer Relationship Management; MKTG 560 International Marketing; MKTG 521 Services Marketing Strategy; MKTG 555 Special Topics in Marketing

Exhibit 2

ENTREPRENEURSHIP

Regardless of formal involvement in the Entrepreneurship Program, the following marketing courses are suggested for any MBA students with entrepreneurial interests and vision:

- **MKTG 572 Marketing Research for Managers (3 units)**
Good market and consumer research increases the probability of initial and continuing entrepreneurial success.
- **MKTG 559 Product Strategy (3 units).** Developing a cohesive marketing strategy or new products is the focus of this course. Future entrepreneurs need to learn how to identify consumer needs, segment markets, create an attractive bundle of product benefits, and to launch the new product into the marketplace.
- **MKTG 562 Voice of the Market (3 units).** Evidence is all around us that signals the wants and needs of the marketplace. However, one needs to learn to filter out the background noise and to listen only for the patterns that indicate genuine wants and needs and hence entrepreneurial opportunity. This course acquaints the student with ethnographic and other qualitative research methods to allow one to identify opportunities.