Marketing Specialization

A specialization in marketing provides students with critical, detail-oriented thinking, and strong analytical skills. Marketing emphasizes creativity, but the ability to analyze and interpret data is equally important. Organizational skills are critical for complex projects. Strong oral and written communication skills are also desirable.

Students with a specialization in marketing match up with the 25% of Carlson School placements in recent years that have been categorized as marketing jobs. Of these, 20-25% are brand management positions, 65% are business-to-business, and the remaining 10% are business-to-consumer related positions. Graduates typically find positions in manufacturing, medical technology, financial services, and retail industries. Marketing research and marketing services/advertising positions are also taken.

Marketing Specialization: Brand Management Overview

At the highest level, brand managers supervise the marketing function for a specific brand of a consumer product. Initially, assistant brand managers work on a more limited range of duties for a brand. This is the classic career path sought by marketing MBAs. Many firms do not use this label anymore, but nevertheless maintain this career track. Brand managers commonly benefit from a background in supply chain and marketing strategy.

Recommended Courses: Brand Management

It is recommended that 12 credits from the following courses be completed for a specialization in Brand Management.

- **Highly Recommended Courses:**
  - MKTG 6051 Marketing Research (4 credits)
  - MKTG 6075 Pricing Strategy (4 credits)
  - MKTG 6082 Brand Management (4 credits)
  - MKTG 6088 Strategic Marketing (2 credits)

- **Suggested Courses:**
  - MKTG 6055 Buyer Behavior (4 credits)
  - MKTG 6072 International Marketing (4 credits)
  - MKTG 6078 Integrated Marketing Communications (4 credits)

Marketing Specialization: Marketing Management Overview

Marketing managers are involved in the broad marketing function for an organization. This career path is more closely associated with business-to-business marketing and services marketing, with the latter including organizations in the financial services, non-profit, and government sectors. This is the most common career path for a marketing MBA. These careers require an understanding of the products or services involved, and good interpersonal skills to develop strong customer relationships.
Recommended Courses: Marketing Management

It is recommended that 12 credits from the following courses be completed for a specialization in Marketing Management.

**Highly Recommended Courses:**
- MKTG 6051 Marketing Research (4 credits)
- MKTG 6060 Distribution & Supply Chain Systems (4 credits)
- MKTG 6082 Brand Management (4 credits)
- MKTG 6088 Strategic Marketing (2 credits)

**Suggested Courses:**
- MKTG 6055 Buyer Behavior (4 credits)
- MKTG 6072 International Marketing (4 credits)
- MKTG 6075 Pricing Strategy (4 credits)
- MKTG 6082 Brand Management (4 credits)
- MKTG 6088 Strategic Marketing (2 credits)

Marketing Specialization: Marketing Research Overview

Marketing researchers are responsible for the marketing information function of an organization. They collect, analyze, and interpret data regarding marketplace trends and preferences in support of marketing decision-making. Positions may be within a corporation or in a market research firm or advertising agency. This track requires specialized skills (quantitative and/or qualitative).

Recommended Courses: Marketing Research

It is recommended that 12 credits from the following courses be completed for a specialization in Marketing Research.

**Highly Recommended Courses:**
- MKTG 6051 Marketing Research (4 credits)
- MKTG 6055 Buyer Behavior (4 credits)
- SCO 6850 Regression Analysis (3 credits)

**Suggested Courses:**
- MKTG 6075 Pricing Strategy (4 credits)
- MKTG 6078 Integrated Marketing Communications (4 credits)
- MKTG 6082 Brand Management (4 credits)
- MKTG 6088 Strategic Marketing (2 credits)

**Suggested Courses Outside of Marketing Department:**
- SCO 6059 Quality Management and Six Sigma (4 credits)

Additional Recommended Courses Outside of Marketing

- FINA 6241 Corporate Finance Analysis and Decisions (4 credits)
- MGMT 6031 Industry Analysis and Competitive Strategy (4 credits)
- ACCT 6100 Financial Statement Analysis (4 credits)