

Brand Management

Marketing Specialization

CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

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 sought.

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)

Suggested Courses Outside of Marketing Department:

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)

Please note, not all courses listed above are offered every semester. Use the [One Stop Class Schedule](#) to verify each semester's course offerings and the assigned professor.

Additional Course Resources: access elective course descriptions ([executive summaries](#)) and [schedules](#) of when courses are traditionally offered.