

Marketing Research

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: 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)

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)

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.