

Marketing: Six Types of Job Paths and Recommended Courses for Majors

	Sample Job Titles	General Job Description	Required Courses	Recomended FOUNDATIONAL Electives	Recomended ANALYSIS Electives
Brand or Product Manager	Assistant Marketing Manager Digital Category Manager Product Development Specialist Customer Category Analyst Associate Marketing Coordinator	Your team is in charge of a brand, product or product line. You're analyzing the market, innovating, and developing strategy to help your product succeed. It's like running your own business within a company.	Marketing Research Buyer Behavior Marketing Strategy	Brand Management Advertising & Promotion	Digital Marketing
Advertising & Media	Media Planner Digital Marketing Specialist Marketing Comm. Analyst Digital Media Analyst Paid Search Strategist	Your team is in charge of advertising and promotions. You're making recommendations on how to spend resources on different media, optimize digital strategy, and create the most effective promotions.			Data-Driven Marketing OR Marketing in Action
Account Manager	Account Executive Account Manager Sales Executive Sales Account Manager Business Development Coordinator	Your team is in charge of managing business partners. You establish and maintain relationships, help your current and prospective clients understand your products, negotiate contracts, and support your partners.	Marketing Research Buyer Behavior Marketing Strategy	Sales Management Marketing Channels	Your Preferred Analysis Elective
Retail Management	Associate Buyer Merchandise Planning Analyst Sales Manager District Manager Sales Coordinator	Your team is in charge of which products are sold, where to place them, and how much to charge. This includes controlling the physical store and online store environment, as well as overseeing sales and personnel.			
Consulting	Associate Consultant Management Consultant Business Consultant Brand Consultant Consulting Analyst	Your team helps solve problems for other companies. You learn about the company, analyze the situation, and recommend optimal solutions. You might consult on strategy, implementing change, or how to best use human resources.	Marketing Research Buyer Behavior Marketing Strategy	Your Preferred Foundational Elective	Data-Driven Marketing Marketing in Action
Analyst	Associate Marketing Analyst Business Analyst Systems Analyst Project Analyst Planning Analyst	Your team is like an "internal consultant" for a company. You analyze the situation, forecast future projections, develop strategic recommendations, and implement decisions.			<i>(Business Analytics Minor encouraged)</i>