



MARKETING UNDERGRADUATE ELECTIVES

Spring 2021





| Career Path | Relevant Electives |
|--|------------------------------|
| Brand Management or Marketing Management <i>overseeing all marketing and promotion efforts for a particular brand of goods</i> | MKT 445; MKT 405 |
| Marketing Communication and Promotion (including Social Media Marketing) <i>using different communication channels and promotional tools in a coordinated manner</i> | MKT 405; MKT 406; MKT 425 |
| Marketing Analytics <i>gathering and analyzing data to make better marketing decisions</i> | MKT 402 |
| Consumer Insights and Marketing Research <i>understanding human psychology and behavior for the purpose of enhancing marketing</i> | MKT 450; MKT 404; MKT 402 |
| Digital Marketing <i>leveraging various online platforms and tools to reach consumers through their devices</i> | MKT 425 |
| Sales and Retail Management <i>understanding sales techniques and the management of an organization's sales operations</i> | MKT 410 |
| New Product Development <i>the process behind creating a new product and bringing it to market</i> | MKT 445 |
| Marketing for Social Impact <i>using commercial marketing strategies to enhance individual wellbeing and social welfare</i> | MKT 404 |