



# MARKETING UNDERGRADUATE ELECTIVES

Fall 2021





Career Path	Relevant Electives
<b>Brand Management or Marketing Management</b> <i>overseeing all marketing and promotion efforts for a particular brand of goods</i>	MKT 445; MKT 405
<b>Marketing Communication and Promotion (including Social Media Marketing)</b> <i>using different communication channels and promotional tools in a coordinated manner</i>	MKT 405; MKT 425; MKT 499
<b>Marketing Analytics</b> <i>gathering and analyzing data to make better marketing decisions</i>	MKT 402
<b>Consumer Insights and Marketing Research</b> <i>understanding human psychology and behavior for the purpose of enhancing marketing</i>	MKT 450; MKT 404; MKT 402
<b>Digital Marketing</b> <i>leveraging various online platforms and tools to reach consumers through their devices</i>	MKT 425; MKT 499
<b>Sales and Retail Management</b> <i>understanding sales techniques and the management of an organization's sales operations</i>	MKT 410
<b>New Product Development</b> <i>the process behind creating a new product and bringing it to market</i>	MKT 445
<b>Marketing for Social Impact</b> <i>using commercial marketing strategies to enhance individual wellbeing and social welfare</i>	MKT 404
<b>Marketing for Entertainment</b> <i>understanding the business of creating, marketing, and managing entertainment products and brands</i>	MKT 461