

Exploring Marketing Major

The marketing curriculum equips students with the fundamental and advanced knowledge they need to develop strategic marketing communication plans that engage customers and create value for the organization. This is accomplished through applied learning opportunities that require critical thinking, creative problem solving, quantitative and qualitative data analysis, working effectively in teams, and written and oral communication. The course descriptions provide a brief overview of the marketing courses that are offered each academic year. These courses, as well as internships, prepare majors to be a successful marketing professional in a variety of organizations and positions upon graduation.

How many companies have started with a bang, only to end in a whimper? The difference between firms that succeed and those that don't is often found in how effectively they market themselves — and it's more than catchy ads. Organizations rely on marketing to analyze their consumers and their competitors while making strategic decisions about product development and management, pricing, positioning, and placement.

Bulletin Information on the MARK Major

[Undergraduate Bulletin](#)

[MARK Specific Information](#)

MARKETING MAJOR

SPECIFIC MARKETING COURSE REQUIREMENTS:

MARK 3001	Introduction to Marketing	3
MARK 4060	Marketing Research	3
MARK 4110	Marketing Management	3
Three of the following:		9
MARK 4010	Consumer Behavior	
MARK 4020	Integrated Marketing Communications	
MARK 4030	Customer Relationship Management	
MARK 4040	International Marketing	
MARK 4050	Digital Marketing	
MARK 4065	Marketing Analytics	
MARK 4070	Marketing and Society	
MARK 4075	Strategic Brand Management	
MARK 4080	Product and Pricing Strategy	
MARK 4085	Marketing Channel Strategy	
MARK 4094	Professional Selling	
MARK 4095	Retailing Management	
MARK 4191	Advanced Selling	
MARK 4192	Sales Management	
MARK 4931	Topics in Marketing	
MARK 4953	Seminar in Marketing	
Four Business electives		12
Total Credit Hours		30

Professional Sales Program

Marquette University's Sales Concentration delivers a pragmatic and applied learning experience that drives value for students, the university and corporate partners. The concentration provides real-world experiences in what many executives call the single most important function in any business – sales. The concentration helps students differentiate themselves in the job market by enhancing their analytical and tactical skill sets, focusing on consultative selling, relationship building and developing trusted long-term partnerships with clients.

For more information, contact the Sales director, Dr. Alex Milovic at (414) 288-8052

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Required courses:

MARK 3001	Introduction to Marketing	3
MARK 4060	Marketing Research	3
MARK 4110	Marketing Management	3
MARK 4094	Professional Selling	3
Two of the following electives:		6
MARK 4030	Customer Relationship Management	
MARK 4191	Advanced Selling	
MARK 4192	Sales Management	
Four Business electives		12
Total Credit Hours		30

Advising Central

Advising Central contains:

[Advising Information](#)

[Advising Frequently Asked Questions](#)

[Registration Information](#)

[Registration Frequently Asked Questions](#)

[College and University & Registration Forms](#)

Visit <https://www.marquette.edu/business/undergraduate/advising-central.php> for more

Internship and Job Outcomes:

Post-Graduation Outcomes

[2019-20](#)

[2018-19](#)

[2017-18](#)

[2016-17](#)

Internship Data

Summer 2020

Summer 2019

Summer 2018

[Summer 2017](#)

Types of Positions:

Getting Started

With a marketing degree, there are a variety of different paths to take between sales, promotion, market research, marketing management, and social media management, to name a few. Outside of specific jobs one can pursue, students can add an additional major within the business school or a major/minor in another discipline at Marquette to prepare themselves for marketing jobs in specific industries such as, but not limited to, entertainment, advertising, communications, and additional business fields.

To get started in the marketing field, most students pursue internships in these areas to get an idea of the type of work they would like to do in their future. Internships can be a great way to explore different types of marketing roles and companies. Marquette students have held internships with positions such as:

- Market Research Intern
- Market Data Solutions and Services Intern
- Public Relations and Outreach Program Intern
- Product Marketing Intern
- Media Planner
- Sales and Operations Intern
- Strategy and Program Implementation Assistant

Depending on the specific field student's focus on in their education at Marquette, they are prepared to take on roles in many different industries with varying job functions. Marquette students have held positions such as:

- Administrative Marketing Assistant Analyst
- Business Development Consultant
- Campus Recruiter Coordinator
- Digital Marketing Specialist
- Event Marketing Specialist
- Merchandise Analyst
- Sales Representative

Review full first destination data within the "Job Outcomes & Internships" section

Types of Employers:

Small/Medium Employers:

Students working at small/medium sized organizations may wear many hats in the marketing department as well as they may experience a more niche market to either advertise for, research, or sell to. Marquette students have gone on to work for smaller companies such as:

- Orbis Holographics
- Tessera Publishing
- ARPWave
- Borgman Capital
- Lakeland Tool and Engineering
- Caraflow
- DialogTech

Large Employers:

Depending on the type of business, they may have a variety of products/services they are promoting at the same time, so there may be different teams for different products/services the company has to offer. Also, the positions held by employees may be more specialized to a specific area such as sales, research, outreach, social media, etc. After students graduated from the Marquette marketing program some went on to work for organizations such as:

- American Freight
- Aurora Health Care
- Capgemini
- Ford Motor Company
- ITW
- Kohl's Department Stores
- Johnsonville Sausage
- KPMG
- Northwestern Mutual
- Rexnord

Marketing/advertising Firms:

These specialized firms act as outside contractors that can help in areas of market research, strategy creation, outreach as well as these firms can be used to help a business with specific projects or strategies a company is working on. There are different kinds of marketing firms that focus on areas of consultancy, telemarketing, digital marketing, direct marketing, and communications (<https://www.thebalancesmb.com/what-is-a-marketing-firm-4017678>). Some Marquette went on to work for companies such as:

- GMR Marketing
- Hunt Marketing Group
- Haworth Marketing
- Scale Marketing
- Acosta Sales and Marketing
- Crescendo Collective

O*Net – Skills and Occupations to Explore

O*NET OnLine has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more! You can browse for occupations by interest code here: <https://www.onetonline.org/find/>

While your interests and personality should never be seen as exclusionary, common Marketing occupations by RIASEC interest code include **Conventional**, **Artistic** and **Enterprising**:

- Market Research Analyst and Marketing Specialist:
<https://www.onetonline.org/link/summary/13-1161.00>
- Sales Manager: <https://www.onetonline.org/link/summary/11-2022.00>
- Public Relations and Fundraising Manager:
<https://www.onetonline.org/link/summary/11-2031.00>
- Search Marketing Strategist: <https://www.onetonline.org/link/summary/15-1199.10>

Video resources

Sales at Marquette: Dr. Alex Milovic

<https://streaming.mu.edu/hapi/v1/contents/permalinks/n8FSj39M/view>

Learn More About Marketing Positions and Career Paths

[What can I do with a major in Marketing?](#)

[How to work for an advertising agency](#) (BalanceCareermb.com article)

[Basic career facts about sales jobs](#) (BalanceCareermb.com article)

[An Explanation of Marketing in Business](#) (BalanceCareermb.com Article)

Student Organizations to Consider

Marketing Club at Marquette

The Marketing Club provides opportunities to students to interact with their fellow students, academicians, and the business community and to develop a career oriented objective (<https://www.marquette.edu/business/undergraduate/student-organizations.php>)

Sales Program

The Marquette University Sales Program offers students the opportunity to engage in workshops, panel discussions, job shadows, and much more to learn more about what it takes to be a professional in a client-facing role (<https://www.marquette.edu/business/undergraduate/student-organizations.php>)

Go-Getters

The vision of the Go-Getters is to maximize business students' career potential by bringing in speakers, sponsoring seminars and workshops, touring companies, and one-on-one counseling sessions dealing with various aspects of career management. The members are eager to identify, pursue and earn a career opportunity with their number one choice of an employer.

Professional Organizations to Consider

American Marketing Association

The American Marketing Association is comprised of marketing professionals, students and professors who focus on the propelling marketing forward through continuing education opportunities, journal articles, research and discussion for the betterment of the marketing community (<https://www.ama.org/about-ama/>)

Association of National Advertisers

The Association of National Advertisers (ANA) is focused on promoting growth for marketing professionals, businesses and brand in the marketing industry. They have four operating divisions that focus on brand and media management, data measurement and analytics, brand activation and business-to-business marketing (<https://www.ana.net/about>).

-ANA also has a business marketing specific chapter that focuses on business to business marketing and provides networking opportunities to their members. Chapters include Milwaukee, Chicago, and Minnesota (<http://www.marketing.org/>).

Branded Content Marketing Association

The Branded Content Marketing Association is an international association that promotes branded content. The association focuses on furthering conversations on the best practices of brand management and how to engage audience the best possible way. They have a focus on networking and research to bring their members up-to-date information and ideas on how to reach their audience more effectively (<https://www.thebcma.info/about/>)

Key Skills for a Marketing Career

According to Doyle (2019), marketing professionals need to a combination of six specific skill clusters to be successful in many of the marketing roles and specialties. These clusters are:

- *Communication- This could include written and/or oral communication depending on the who you are working with and what you are doing. Being able to communicate effectively can help you make sales, understand client needs, promote a marketing plan and create an effective marketing campaign.*
- *Creativity- Thinking outside of the box is important and can be helpful when finding solutions to client or organization barriers or problems. Also, using creativity to catch the eye of an audience can be important depending on industry or role one may be in.*
- *Technology- Being current with technological knowledge has become and will continue to become crucial for work in the marketing field. Whether it is software to analyze client data, familiarity with current social media trends, or using programs to create marketing materials, having an understanding of what is efficient and practical to use is important*
- *Stress management- Marketing projects and goals can be demanding and stressful, so being able to manage stress is crucial for students pursuing a marketing career.*
- *Analytical thinking- Marketing professionals need to be able to analyze customer data, market changes, competitors and current trends in the area they are marketing for. Being able to analyze data helps professionals make decisions and strategically plan for the future.*
- *Public speaking- Similar to communication, public speaking skills can be helpful when pitching a new project or strategy to those within or outside the organization one may be working with.*