

Marketing

Overview

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. One quarter of the workforce is estimated to be employed in marketing, transportation, and related distribution activities. This makes the general field of marketing one of the largest areas of employment opportunity in business today. Marketing majors study diverse topics such as marketing research, consumer behavior, advertising, and international marketing. Many marketing undergraduates pursue graduate study in business; the Master's in Business Administration (MBA) and Master's of Science in Information Systems (MSIS) degrees are popular choices for students interested in advanced study.

Marketing Major Courses

The Marketing major consists of one statistics course, five major sequence courses and two Global Perspectives courses. Two major sequence courses are required: MKTG 4020 and MKTG 4450. Marketing students must take MKTG 4840 as one of their two Global Perspectives courses. It is strongly recommended that students take MKTG 4450 as early in their course sequence as possible (OIS 3440 is a prerequisite to MKTG 4450) since it is only offered spring semester. Any student wishing to complete an Honors Thesis in Marketing must take MKTG 4450 no later than the spring of his or her junior year.

MKTG 4020-Marketing Management (offered Fall and Spring) This course is a hands-on analysis and actual decision-making journey in marketing strategy. Students examine actual case histories and decisions made by real managers and executives. The conclusion of the course provides students an opportunity to apply their knowledge of marketing strategy maneuvers and marketing management via computer simulation.

MKTG 4450-Marketing Research (only offered Spring semester) Marketing research is the science of studying the marketplace to get solid answers to support good decision making. In this class students explore different sources of business data and spend the majority of the course focusing on the skills needed to design and perform good business research. Among other techniques, students learn about experiments and observation, surveys, interviews, focus groups, and data analysis. Students use fieldwork, in-class exercises, discussion and lectures to cover basic principles, first-hand experiences, cases, and projects, in studying these important ideas.

MKTG 4840-International Marketing (Global Perspective I—offered Fall and Spring) Globalization requires a firm to think globally and act locally to compete with the large number of competitors from both developed and less-developed countries. The marketing mix (product, channel, promotion, and price) must be managed carefully when exporting, working with a licensing agreement, forming a joint venture, or investing 100% in production facilities abroad. A combination of case studies, videos, special guests, and projects provide a variety of learning experiences. Some sections are taught with an emphasis in writing.

Students must also select three 3-credit upper division Marketing electives, as well as a Global Perspective II (IR) course. In selecting electives, students will want to think carefully about whether they want to work for a firm that markets their products and services to consumers, or to other firms. Electives will NOT be offered in the Summer.

Students interested in working for firms who market to consumers will find these courses very useful:

MKTG 4310 Marketing through Interactive Media (Fall)	MKTG 4770 Consumer Behavior (Fall)
MKTG 4500 Introduction to Advertising (Spring)	MKTG 4720 Personal Selling (Spring)
MKTG 4600 Marketing Analysis and Decision-making (Spring)	

Students interested in marketing to other firms will find the following courses very useful:

MKTG 4510 Advertising Management (Fall)
MKTG 4720 Personal Selling (Spring)

Other Courses:

MKTG 4700 Entrepreneurial Marketing (Spring) MKTG 4880 Marketing Internship (application required)

*Not all electives are offered every term, and are subject to change.

Course Sequencing

Below is a suggested sequencing of marketing courses once a student enters the marketing program. Individual students schedules may vary based on previous coursework.

Four semester sequence

Semester 1	Semester 2	Semester 3	Semester 4
OIS 3440 MKTG 4840	MKTG 4450 1 Marketing Elective	MKTG 4020 1 Marketing Elective	1 Marketing Elective GP II

Three semester sequence

Semester 1	Semester 2	Semester 3
OIS 3440 MKTG 4840 1 Marketing Elective	MKTG 4450 MKTG 4020 1 Marketing Elective	1 Marketing Elective GP II

Student Organizations and Opportunities

The American Marketing Association (AMA) student group organizes industry speakers on marketing and runs a networking night during spring semester. Each year students travel to the AMA National Student Conference and compete in a marketing competition. Additionally, a group of students organizes and makes a yearly trip to visit advertising agencies.

Collegiate DECA is the college version of the DECA Marketing clubs students may have participated in at the high school level. This club organizes marketing industry speakers and students participate in state-wide competitions on marketing topics.

Career Services

Success in the job market also requires early preparation; therefore, students should begin investing in career as early as the freshman year. Professionals in the Campus Career Services (801-581-6186) and the Business Career Management Center (801-581-3061) assist students in understanding vocational options, finding internships, and preparing for a successful career.

Graduate Study in Business

Many marketing majors eventually choose to return to school for graduate study in business. The Master's in Business Administration (MBA) degree prepares students for leadership positions and in many careers. Some marketing students pursue a Master's of Science in Information Systems (MSIS) degree. Marketing decisions are increasingly driven by data harvested from various electronic sources, and the MSIS degree prepares students to track and analyze business data. High achieving students can fast track into the University of Utah's MSIS program (thus waiving the GMAT requirement). For more information about graduate programs in the Eccles School call Graduate Admissions at (801) 581-7785 or e-mail to mastersinfo@business.utah.edu.