In addition to your marketing courses, you’ll take core courses in business, management, finance, and economics. Because as a marketing professional, it’s important to understand all areas of the business world. Here’s a sample of what you can expect to learn and do:

**Principles of Marketing**
This examines how product, pricing, promotion, and distribution decisions are made to satisfy the needs of specific target markets. The impacts of political-legal, competitive, socio-cultural, technological, and economic environments on marketing are also studied.

**Electronic Marketing**
This course explores technological topics and strategies popular with today’s connected consumer. In particular, it examines search engine marketing, social media marketing, and mobile marketing topics. Students will gain a clear understanding of how today's connected consumer uses technology, communication, and devices as each relates to marketing.

**International Marketing**
This course explores similarities and differences of domestic and international marketing programs; sources of information available to firms considering foreign marketing efforts; costs and problems of gathering this information; formulation and implementation of marketing strategies in other environments.

**Promotions Management**
This course emphasizes development of integrated promotional programs. Advertising, public relations, personal selling, promotional packaging, along with many other sales stimulating methods and techniques are covered.

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**Potential Employers:**
- J.P. Morgan
- General Electric
- C.H. Robinson
- The Recording Academy