**MARKETING MANAGEMENT**

**WHAT YOU CAN DO WITH IT**
- Develop a marketing plan to help generate sales for a company’s products or services
- Suggest marketing strategy options for long-term business planning
- Build an advertising or promotional campaign for a product or service
- Design and conduct a marketing research study to answer critical questions about a firm’s customers

Studies show that almost 80% of all management jobs in the U.S. have some marketing-related activities as part of the job description.

**CAREER OPPORTUNITIES**
- Brand and product management; advertising/public relations account representative; market research analyst; retail manager; marketing manager, consumer and industrial products
- Business entrepreneur; marketing consultant; international marketing representative
- Customer service representative; political marketing researcher; database marketing analyst

**SCHOLARSHIPS AND INTERNSHIPS**
- A variety of scholarships are available to qualified students majoring in marketing management.
- Student internships are available with many of the leading companies in the Memphis and Mid-South area, such as FedEx, Thomas and Betts and AutoZone.

**MARKETING ASSOCIATION**
The American Marketing Association is the national professional organization representing marketing practitioners and academics.

**Course Requirements Major (24 hours)  
Valid Catalog: 2012**
A minimum 2.25 GPA is required in the major.

**Required Courses: (18 hours)**
- MKTG 2610 (3) Introduction to Supply Chain Management
- MKTG 3012 (3) Consumer Behavior (Prerequisite: MKTG 3010)
- MKTG 3140 (3) Advertising and Sales Promotion (Prerequisite: MKTG 3010)
- MKTG 4080 (3) Marketing Research (Prerequisites: ISDS 3711 and MKTG 3010)
- MKTG 4901 (3) Management of Marketing Strategies (Prerequisites: MKTG 3012, 3140)

- MKTG 3410 (3) Consultive Selling
  OR
- MKTG 4470 (3) Negotiation Skills

**Choose 2 from: (6 hours)**
- MKTG 3320 (3) Retailing Fundamentals (Prerequisite: MKTG 3010)
- MKTG 3410 (3) Consultive Selling
- MKTG 3620 (3) Global Logistics Management (Prerequisite: MKTG 2610)
- MKTG 3650 (3) Strategic Sourcing and Purchasing (Prerequisite: MKTG 2610)
- MKTG 4230 (3) Services Marketing
- MKTG 4470 (3) Negotiation Skills
- MKTG 4530 (3) International Marketing (Prerequisite: MKTG 3010)
- MKTG 4911 (3) Internship in Marketing (Prerequisite: 2.75 GPA and 15 completed hours in the Upper Division Core)

**Minor:** MKTG 2610, 3012, 3140 and choose 1 from: MKTG 3320, 3410, 3620, 3650, 4230, 4470, 4530

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