

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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