Marketing Major Tracks

For students declaring major in Fall 2016 or later
Marketing Management track

• The Marketing Management track prepares students to work in a variety of marketing roles within a marketing department.
• Marketing managers should enjoy working in teams, have strong organizational skills and outstanding general business knowledge.
• Marketing management responsibilities include market analysis, product development, sales support, marketing communications and pricing.
• Marketing managers spend much of their time with managers in other business functions (i.e., finance, sales, and engineering) in order to successfully implement marketing strategies. Marketing managers also manage relationships with outside vendors such as advertising agencies and market research companies.
• The Marketing Management track provides excellent training for careers in non-profit organizations and social service agencies. Many marketing managers who pursue careers in large corporations eventually earn MBAs that qualify them for positions as senior product and brand managers and potentially Executive Vice President of Marketing.
Retail Management track

• The *Retail Management* track prepares students for careers as either Store Managers or Merchandising Managers.

• Store managers are responsible for almost all aspects of an individual store’s operations. Individual stores can be substantial businesses generating as much as $100 million in sales annually and employing hundreds of workers. Successful store managers are often promoted to district or regional manager positions where they manage multiple stores and potentially to Executive Vice President where they might manage thousands of stores.

• Merchandising managers decide what products and product lines retailers sell and develop the marketing strategies for selling these products. These managers normally work in corporate offices and are often responsible for managing billions of dollars in retail store sales. The top merchandising manager is responsible for all products carried in stores and is usually an Executive Vice President for Merchandising.

• Successful store and merchandising managers enjoy and work well in teams, possess strong interpersonal skills, great consumer insights and excellent skills across multiple business functions.
Professional Selling & Sales Management track

- The *Professional Selling and Sales Management* track prepares students to enter sales and sales management careers.
- Professional sales careers typically begin by managing sales and service relationships with either distributors who sell a company’s products and services or the businesses and individuals who are the final users.
- Successful salespeople are entrepreneurial, enjoy working independently, possess strong listening and communications skills, are excellent problem-solvers and are motivated by the opportunity to earn superior incomes.
- Professional salespeople spend much of their time working independently or in small teams at client locations rather than in an office.
- Sales careers provide one of the most highly compensated career paths available to any business major. Although many successful salespeople have an opportunity to become sales managers, they often remain in direct sales due to high current compensation and desire for independence.
- Sales manager careers advance by managing increasingly large sales organizations and eventually advance to positions such as *Executive Vice President for Sales* or *Executive Vice President for Sales and Marketing.*
Marketing Analytics track

- The *Marketing Analytics* track prepares students to work as analysts within a marketing research group or in a marketing department.
- Marketing analysts have very strong quantitative/statistical skills and know how to apply these skills to create insights for marketing strategy.
- Marketing analyst responsibilities include gathering and analyzing data to support product planning, sales, communications, distribution and pricing. This often entails developing/purchasing databases and applying statistical tools to identify market trends, evaluate marketing programs, etc.
- Marketing analysts work closely with other marketing managers to develop and implement brand and product strategies.
- Market analysts begin their careers as assistants to the senior managers who are responsible for designing and executing data analytic projects. The most senior marketing analysts hold titles such as Vice President for Customer Insights or Vice President of Market Analytics.
- In small to medium sized organizations, a bachelor’s degree is usually sufficient for promotion to senior management. Large organizations typically require an MS or MBA for more advanced positions. This is a great track for students intending to return to graduate school for an MBA or other graduate degree.