

## PREPARE FOR A SUCCESSFUL CAREER IN MARKETING



### MARKETING CONCENTRATION OVERVIEW

Marketing is an encompassing concept inherent to all businesses. Marketing is a combination of strategy, behavioral analysis, market research, promotion, distribution, and understanding how to create interest in a product or service.

Graduates of this concentration will be prepared with the skills necessary to succeed in such roles as entry-level assignments in numerous marketing positions related to brand management, industrial marketing, marketing research, new product planning, advertising, retail, services marketing, consulting, and others.

A business degree with a concentration in marketing prepares you to enter the diverse and creative field of product development, market analysis and management, and communications. A concentration in marketing provides an understanding of a product's marketing mix and the relationship between intermediaries and customers.

The marketing concentration includes comprehensive classes about core marketing principles, business communications, and the general business landscape.

Graduates of the Bachelor of Science in Business Administration with a concentration in marketing are prepared for the workplace with practical skills, including:

- Communications
- Interpersonal skills
- Organizational skills
- Creativity
- Writing skills

#### Real-World Connections

The marketing concentration places emphasis on communication, marketing strategy, and project management skills. Marketing will appeal to students who are creative and want to engage with potential customers. Marketers manage the process of communicating and moving products from producers to consumers.

Because the work of advertising, promotions, and marketing managers directly affects a firm's revenue, they typically work closely with top executives. The jobs of advertising, promotions, and marketing managers can be stressful, particularly near deadlines. They may travel to meet with clients or representatives of communications media.

#### Professional Competencies of Graduates

- Leadership and communication
- Problem solving and critical thinking
- Personal presentation
- Understand concepts of multiculturalism and diversity

## COURSE OUTCOMES

### MT 359: IMC Strategies—Promotions

- Explain marketing communication principles and strategies.
- Distinguish market segments and target audiences.
- Design a mass advertising campaign strategy.
- Formulate a public relations plan for an event or cause.
- Differentiate sales promotion tactics.
- Create information for a direct marketing plan.

### MT 459: Consumer Behavior

- Explain the components of an integrated marketing communications (IMC) strategy.
- Analyze the consumer decision making process.
- Assess promotional techniques.
- Analyze advertising campaigns.
- Compare advertising media.
- Evaluate advertising for compliance with ethical standards.

### MT 330: International Marketing

- Discuss strategic, international partnerships.
- Analyze a foreign market in terms of the cultural, economic/political environment for a product launch.
- Compare the business ethics in three foreign markets.
- Assess viability of a foreign product to the U.S. market.

### MT 355: Marketing Research

- Formulate a research problem.
- Determine an appropriate research design to address the problem.
- Design appropriate data collection methods.
- Analyze and interpret the data.
- Prepare a research report.

### MT 450: Marketing Management

- Examine how marketing strategies influence marketing decisions.
- Develop a marketing research plan for a product.
- Evaluate a firm's marketing opportunities.

- Evaluate the marketing mix for a product.
- Create a customer relationship management plan.
- Apply marketing mix principles to business or consumer services.

## JOB OUTLOOK FOR CAREERS IN MARKETING

Employment of sales managers is projected to grow 5% between 2014 and 2024. Employment growth of these managers will depend primarily on growth or contraction in the industries that employ them.\*

## JOB TITLES ASSOCIATED WITH MARKETING†

- Marketing Managers
- Market Research Analysts and Marketing Specialists
- Green Marketers

To learn more about the Bachelor of Science in Business Administration, please [click here](#) or call **866.827.5268** (Toll Free).

For comprehensive consumer information, visit [kaplan.edu/info](http://kaplan.edu/info).

\* Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2016-17 Edition, Sales Managers, [www.bls.gov/ooh/management/sales-managers.htm](http://www.bls.gov/ooh/management/sales-managers.htm). National long-term projections may not reflect local and/or short-term economic or job conditions, and do not guarantee actual job growth.

† Kaplan University's programs are designed to prepare graduates to pursue the stated positions, which have varying responsibilities. However, the University cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary from organization to organization.