

## **Marketing**

Whether you are a career starter, career switcher, or career enhancer, Katz alumni research shows that those who concentrated in marketing are hired in the following functional areas:

[Brand Management](#)

[Marketing Research](#)

[Product Management](#)

[Consumer Insights](#)

[Digital Marketing](#)

### **Co-Curricular Activities**

Since your ultimate goal is to find a job upon graduation, you should pay particular attention to things that differentiate you from other MBA candidates on your resume. The below co-curricular activities can be utilized to not only differentiate you, but to also showcase your teamwork and leadership abilities.

### **Professional organizations**

Outside of Katz, there are some local professional associations that can provide excellent networking opportunities and also look good on your resume.

[American Marketing Association \(AMA\)](#)

[Category Management Association](#)

### **External Certifications**

[Nielsen Certification](#) is available through BMKT 2544-Shopper Marketing Certifications in Category Management.

### **Clubs**

The Marketing club is ideal for marketing concentrations.

### **Additional Professional Resources**

[Careers-in-Marketing](#)

[SmartBrief](#)

## Brand Management

Brand managers apply marketing techniques to a specific product, product line or brand and are often likened to small business owners because they assume responsibility for a brand or brand family. They are always focused on the big picture. It is their job to distill the brand's essence, map out their competitors in their brand's category, identify marketing opportunities, and be able to effectively communicate the unique benefits of that product or service. Positions available in brand management include brand manager, assistant brand manager, product manager, product development manager and marketing manager.

### Suggested courses

<b>Courses</b>	<b>Credits</b>	<b>Term likely to be offered</b>
BMKT 2569-Brand Management	1.5	Fall/Spring
BMKT 2544-Shopper Marketing	3.0	Spring
BMKT 2531-Marketing Research	3.0	Spring
BMKT 2526-Product Development and Management	3.0	Spring
BMKT 2522-Sales Management	1.5	Fall
BMKT 2513-Consumer Behavior 1	1.5	Fall/Spring
BMKT 2514-Consumer Behavior 2	1.5	Fall/Spring
BMKT 2509-Marketing Planning and Strategy	1.5	Fall/Spring
BMKT 2033-International Marketing	1.5	Spring
BMKT 2515-Marketing and Social Media Strategy	3.0	Spring
BMKT 2528-Advertising	1.5	Summer
BIND 2400-Consulting Field Project	3.0	Fall/Spring

## Marketing Research

Market research involves researching the intended target. That target can be companies or individuals. In order for a company to capture a market it must first be able to understand that market. Research involves the first process of understanding the consumer, what their needs are, what their purchasing habits are, and how they view themselves in relation to the rest of the world. Market research is conducted by using surveys, focus groups, and reviewing studies. Doing this enables researchers to collect data on a specific brand's target. Market research can be done in-house, or a company may hire a specialized firm to conduct the research. Positions available in market research include market research director, market research manager, market research supervisor, market analyst, consumer behavior analyst, and client manager for a syndicated researcher.

### Suggested courses

<b>Courses</b>	<b>Credits</b>	<b>Term likely to be offered</b>
BMKT 2531-Marketing Research	3.0	Spring
BMKT 2544-Shopper Marketing	3.0	Spring
BMKT 2526-Product Development and Management	3.0	Spring
BMKT 2513-Consumer Behavior 1	1.5	Fall/Spring
BMKT 2514-Consumer Behavior 2	1.5	Fall/Spring
BMKT 2509-Marketing Planning and Strategy	1.5	Fall/Spring
BMKT 2533-Business-to-Business	1.5	Fall
BMKT 2515-Marketing and Social Media Strategy	3.0	Spring
BMKT 2530-Services Marketing: Strategies and Tactics	1.5	Summer
BMKT 2532-Pricing Strategies and Tactics	1.5	variable
BQOM 2578-Data Mining	3.0	Fall
BIND 2400-Consulting Field Project	3.0	Fall/Spring

## Product Management

Product management is a [retailing](#) and [supply management](#) concept in which the range of products purchased by a business organization or sold by a [retailer](#) is broken down into discrete groups of similar or related products; these groups are known as product categories (examples of grocery categories might be: tinned fish, washing detergent, toothpastes). It is a systematic, disciplined approach to managing a product category as a strategic business unit. Positions available in product management include product development manager, customer insights analyst, merchandise manager, and customer account manager. Product management roles are often found in business-to-business marketing.

### Suggested courses

Courses	Credits	Term likely to be offered
BMKT 2569-Brand Management	1.5	Fall/Spring
BMKT 2544-Shopper Marketing	3.0	Spring
BMKT 2531-Marketing Research	3.0	Spring
BMKT 2526-Product Development and Management	3.0	Spring
BMKT 2509-Marketing Planning and Strategy	1.5	Fall/Spring
BMKT 2513-Consumer Behavior 1	1.5	Fall/Spring
BMKT 2514-Consumer Behavior 2	1.5	Fall/Spring
BMKT 2033-International Marketing	1.5	Spring
BMKT 2533-Business-to-Business	1.5	Fall
BMKT 2530-Services Marketing: Strategies and Tactics	1.5	Summer
BMKT 2532-Pricing Strategies and Tactics	1.5	variable
BMKT 2515-Marketing and Social Media Strategy	3.0	Spring
BMKT 2522-Sales Management	1.5	Fall
BIND 2400-Consulting Field Project	3.0	Fall/Spring

## Consumer Insights

Consumer insights involve the analysis of market data and sharing the insights in a meaningful way across a company. The role can also include doing market research but what makes it different is the focus on interpreting the results into an actionable understanding of the consumer.

### Suggested courses

<b>Courses</b>	<b>Credits</b>	<b>Term likely to be offered</b>
BMKT 2569-Brand Management	1.5	Fall/Spring
BMKT 2544-Shopper Marketing	3.0	Spring
BMKT 2531-Marketing Research	3.0	Spring
BMKT 2526-Product Development and Management	3.0	Spring
BMKT 2509-Marketing Planning and Strategy	1.5	Fall/Spring
BMKT 2513-Consumer Behavior 1	1.5	Fall/Spring
BMKT 2533-Business-to-Business	1.5	Fall
BMKT 2532-Pricing Strategies and Tactics	1.5	variable
BMKT 2528-Advertising	1.5	Summer
BMKT 2522-Sales Management	1.5	Fall
BIND 2400-Consulting Field Project	3.0	Fall/Spring

## Digital Marketing

### Suggested courses

<b>Courses</b>	<b>Credits</b>	<b>Term likely to be offered</b>
BMKT 2544-Shopper Marketing	3.0	Spring
BMKT 2526-Product Development and Management	3.0	Spring
BMKT 2513-Consumer Behavior 1	1.5	Fall/Spring
BMKT 2514-Consumer Behavior 2	1.5	Fall/Spring
BMKT 2515-Marketing and Social Media Strategy	3.0	Spring
BMKT 2569-Brand Management	1.5	Fall/Spring
BMKT 2532-Pricing Strategies and Tactics	1.5	variable
BIND 2400-Consulting Field Project	3.0	Fall/Spring