

## **Eller Experience: Concentration in Marketing**

The Eller MBA with a Concentration in Marketing consists of five courses with two specific required courses and three selected Marketing Electives. We also have a set of recommended courses outside of Marketing that will round out your education and provide you with an impressive scope of skills.

### **Coursework:**

The following two classes are core courses for the marketing concentration

- MKTG 572: Market Research for Manager
- MKTG 550: Consumer and Organization Buyer Behavior

Students also choose as least three classes from the following list of electives.

- MKTG 559: Product Strategy
- MKT 563: Voice of the Market
- MKTG 530: Management of Marketing Communications
- MKTG 555A: Brand Management

### **Careers**

The Marketing concentration is designed to prepare students to enter the field with solid skills that will provide an advantage as they start their careers. Depending upon the specific job function within the discipline, students will be well prepared for positions as Product Manager , New Product Innovation Manager, Marketing Planner or and Marketing Research Analyst. The [“Careers in Marketing”](#) website offers good insight into types of positions and describes the day to day work experience in these fields

The Eller MBA program is fortunate to draw upon courses in relevant disciplines within the college and offer our students expertise and skills developing an extra layer of competence as they pursue their careers. Marketing professionals who understand specific MIS, Finance or Entrepreneurial synergies are vastly better prepared to meet the dynamic needs in the field.

**Complementary classes:**

Specific complementary courses that will provide additional perspectives and skills to those you will learn in your concentration courses have been identified in our Finance, Management, top 10 MIS and Entrepreneurial programs. Adding one or more of these courses to your concentration may add that edge over other candidates in your job search:

- ACCT 510: Principles of Profit Planning and Control
- MIS 531B: Database Management
- FIN 532: Corporate Financial Strategy
- MGMT 547: Corporate Strategy
- MGMT 564 Negotiations

<b>Product, Brand and Category Managers, Business to Business Sales, New Product Innovation , Marketing Analyst, Customer Relations Manager</b>	
<b>Required Courses</b>	<b>Complementary classes</b>
MKTG: 572: Market Research for Manager	ACCT 510: Principles of Profit Planning and Control
MKTG 550: Consumer and Organization Buyer Behavior	MIS 531B: Database Management
<b>Electives:</b>	FIN 532 Corporate Financial Strategy
MKTG 555A: Brand Management	MGMT 547: Corporate Strategy
MKTG 559: Product Strategy	MGMT 564: Negotiation
MKTG 530: Management of Marketing Communications	
MKT 563: Voice of the Market	