

MBA CAREER PATHS & RECOMMENDED MARKETING COURSE PRIORITIES

Careers	14-Week Electives								7-Week Electives										
	601	608	610	611*	615	618	624	625	603	605	607	609	613	614	621*	623	626	627	630
Marketing Careers:																			
Brand Manager	1	1	2	1	2	1	2	1	1	2	1	2	2	2	1	2	2	2	1
Product Manager	1	1	2	1	2	1	2	1	1	2	1	2	2	2	1	1	1	2	1
Business Development	1	1	2	2	2	1	1	1	1	2	2	2	2	2	2	1	1	2	1
Channel Manager	1	1	2	2	2	2	2	2	2	2	1	2			2	2	1		2
Marketing Manager	1	1	2	1	2	1	2	2	1	2	2	2	2	2	1	2	2	2	1
Segment Manager	1	1	2	1		1	2	2	1	2	2	2	2	2	1	2	1	2	1
Brand Marketing Practice	1	1	2	1	2	1	2	2	1	1	1	2	2	2	1	2	2	2	1
Innovation Practice	1	2			2	2	1	1	2	2			1	1		2	2	1	2
Consumer Insights	1	2	2	2	2	1	1	1	1	2	2	2	1	2	2	2	2	1	2
Consumer Marketing Knowledge	1	2		2	2	1	1	1	2	2	2		1	2	2	2	2	1	1
Other Careers:																			
Consulting	1	1		2	2	2	2	2	1	1	2		1	2	2	1	2		1
Financial Sales/Trading	2		2			2	2	2				2	2						
General Management	1	1		2	2		2	2	1	1	1				2	1	2		2
Strategic Planning	1	2			2	2	2	2		1	1		2	2					2
Accounting		1							2	2						1			
Commercial Banking	1								2				2			1			2
Computer Information Systems	2	2				2				2							2		2
Corporate Finance/ Investment Banking	2						2	2	2										
Engineering Management	2																2		
Human Resources		2	1									1	2			1			
Operations Management		2				2	1	1			2					2			
Real Estate																			
Venture Capital/Investment Mgmt	2						2			2				2			2		

Key for Priorities

1 = Strongly Recommended

2 = Recommended

14-Week Electives

601: Strategic Marketing Planning
608: Pricing Strategy & Tactics
610: Strategic Sales Management
611: Advertising Management*
615: International Marketing Management
618: Marketing Research
624: Co-creating Value with Customers
625: Innovation and New Product-Service Leadership

7-Week Electives

603: Strategic Brand Management
605: Customer Asset Management
607: Distribution Strategy
609: Basic Sales Management
613: Consumer Behavior
614: Social Marketing
621: Applied Advertising*
623: Services Marketing Management
626: Business to Business Marketing
627: Leveraging Design for Marketing Advantage
630: Models for Marketing Decisions: Marketing Engineering

We would like to draw your attention to the following marketing related course offered by other departments:

LHC 513: Law of Marketing

OMS 571: Applied Business Forecasting

ES 730: Marketing for Entrepreneurs

OMS/MKT 640: Supply Chain Management

* Students cannot receive credit for both MKT611 and MKT621.