
Marketing Emphasis

An emphasis in marketing provides students with critical, detail-oriented thinking, with strong analytical skills. Marketing emphasizes creativity, but the ability to analyze and interpret data is equally important. Organizational skills are critical for complex projects. Strong oral and written communication skills are also desirable.

Students with an emphasis in marketing match up with the 25% of Carlson School placements in recent years that have been categorized as marketing jobs. Of these, 20 – 25% are brand management positions, 65% are business-to-business, and the remaining 10% are business-to-consumer related positions. Graduates typically find positions in manufacturing, medical technology, financial services, and retail industries. Marketing research and marketing services/advertising positions are also taken. We have identified three tracks to help you organize your coursework and enterprise selection if you are interested in marketing.

Recommendations for an emphasis

Students pursuing a marketing emphasis will find the Carlson Brand Enterprise most relevant. Projects cut across brand management, marketing management, and marketing research in this enterprise, even though its primary focus is branding. Students interested in the marketing management track may also find the Carlson Consulting Enterprise relevant to their career interests.

It is recommended that the following classes be completed for an emphasis in Marketing. A minimum of 12 credits is required.

Brand Management: At the highest level, Brand Managers supervise the marketing function for a specific brand of a consumer product. Initially, Assistant Brand Managers work on a more limited range of duties for a brand. This is the “classic” career path sought by marketing MBAs. Many firms do not use this label anymore, but nevertheless maintain this career track. Brand managers commonly benefit from a background in supply chain and marketing strategy.

Highly Recommended Courses

MKTG 6051	Marketing Research (4 cr)
MKTG 6082	Brand Management (4 cr)
MKTG 6075	Pricing Strategy (4 cr)
MKTG 6088	Strategic Marketing (2 cr)

Suggested Courses

Marketing

MKTG 6055	Buyer Behavior (4 cr)
MKTG 6072	International Marketing (2 cr)
MKTG 6078	Integrated Marketing Communications (4 cr)

Finance

FINA 6241	Corporate Finance Analysis and Decisions (4 cr)
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Strategy

MGMT 6031	Industry Analysis and Competitive Strategy (4 cr)
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Accounting
ACCT 6100 Financial Statement Analysis (4 cr)

Marketing Management: Marketing Managers are involved in the broad marketing function for an organization. This career path is more closely associated with business-to-business marketing and services marketing, with the latter including organizations in the financial services, non-profit, and government sectors. This is the most common career path for marketing MBAs. These careers require an understanding of the products or services involved, and good interpersonal skills to develop strong customer relationships

Highly Recommended Courses

MKTG 6051 Marketing Research (4 cr)
MKTG 6082 Brand Management (4 cr)
MKTG 6060 Distribution & Supply Chain Systems (4 cr)
MKTG 6088 Strategic Marketing (2 cr)

Suggested Courses

Marketing

MKTG 6055 Buyer Behavior (4 cr)
MKTG 6072 International Marketing (2 cr)
MKTG 6075 Pricing Strategy (4 cr)
MKTG 6078 Integrated Marketing Communications (4 cr)

Finance

FINA 6241 Corporate Finance Analysis and Decisions (4 cr)

Strategy

MGMT 6031 Industry Analysis and Competitive Strategy (4 cr)

Accounting

ACCT 6100 Financial Statement Analysis (4 cr)

Marketing Research: Marketing Researchers are responsible for the marketing information function of an organization. They collect, analyze, and interpret data regarding marketplace trends and preferences in support of marketing decision-making. Positions may be within a corporation or in a market research firm or advertising agency. This track requires specialized skills (quantitative and/or qualitative).

Highly Recommended Courses

MKTG 6051 Marketing Research (4 cr)
MKTG 6055 Buyer Behavior (4 cr)
OMS 6850 Regression Analysis (3 cr)

Suggested Courses

Marketing

MKTG 6075 Pricing Strategy (4 cr)
MKTG 6078 Integrated Marketing Communications (4 cr)
MKTG 6082 Brand Management (4 cr)
MKTG 6088 Strategic Marketing (2 cr)

Operations

OMS 6059 Quality Management and Six Sigma (4 cr)

Students should keep in mind that not all courses listed above are offered every semester. Students should check One Stop and/or the Class Schedule page to verify each semester's course offerings as well as the professors assigned to those courses.

Brief course descriptions and a tentative list of when the course is being offered can be found on the Course Description page.

A more detailed description of the course, including objectives and expected learning outcomes, can be found on the Course Executive Summaries page.

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