

Marketing Recommended Electives by Career Path

In order to customize the Marketing concentration, we suggest below a set of electives according to the student's planned career path. These courses are not substitutes for the concentration coursework.

Brand or Product Management

- **Strongly recommended electives**
 - [ACCOUNTG 341](#) - Managerial Accounting
 - [DECISION 312](#) - Decision Models
 - [MARKETNG 361](#) - Market Intelligence
 - [MARKETNG 362](#) - Consumer Behavior
 - [MARKETNG 460](#) - Product Management
 - [MARKETNG 461](#) - Marketing Communications Management
 - [MARKETNG 468](#) - Marketing Strategy
 - [MARKETNG 469](#) - Strategy and Tactics of Pricing
 - [OPERATNS 476](#) - Distribution/Supply Chain Management

- **Other suggested electives**
 - [DECISION 411](#) - Forecasting
 - [HLTHMGMT 491](#) - Health Care Marketing
 - [MARKETNG 463](#) - Marketing of High Technology
 - [MARKETNG 464](#) - Customer Relationship Management
 - [MARKETNG 490](#) - Marketing Practicum
 - [MGRECON 431](#) - Competitive Analysis

Customer Relationship Management

- **Strongly recommended electives**
 - [ACCOUNTG 341](#) - Managerial Accounting
 - [DECISION 312](#) - Decision Models
 - [MARKETNG 361](#) - Market Intelligence
 - [MARKETNG 362](#) - Consumer Behavior
 - [MARKETNG 461](#) - Marketing Communications Management
 - [MARKETNG 469](#) - Strategy and Tactics of Pricing
 - [MARKETNG 464](#) - Customer Relationship Management
 - [MARKETNG 468](#) - Marketing Strategy
 - [MARKETNG 490](#) - Marketing Practicum (CRM-specific projects)
 - [OPERATNS 472](#) - Service Operations Management

- **Other suggested electives**
 - [DECISION 411](#) - Forecasting
 - [MARKETNG 460](#) - Product Management
 - [MGRECON 491](#) - Data Mining

Consumer Services Management

- **Strongly recommended electives**
 - [ACCOUNTG 341](#) - Managerial Accounting
 - [DECISION 312](#) - Decision Models
 - [MARKETNG 361](#) - Market Intelligence
 - [MARKETNG 362](#) - Consumer Behavior
 - [MARKETNG 461](#) - Marketing Communications Management
 - [MARKETNG 464](#) - Customer Relationship Management
 - [MARKETNG 468](#) - Marketing Strategy
 - [MARKETNG 469](#) - Strategy and Tactics of Pricing
- **Other suggested electives**
 - [DECISION 411](#) - Forecasting
 - [MANAGEMENT 421](#) - Dynamics of Bargaining
 - [MARKETNG 460](#) - Product Management
 - [MARKETNG 490](#) - Marketing Practicum
 - [MGRECON 431](#) - Competitive Analysis

Business-to-Business

- **Strongly recommended electives**
 - [ACCOUNTG 341](#) - Managerial Accounting
 - [DECISION 312](#) - Decision Models
 - [MARKETNG 361](#) - Market Intelligence
 - [MARKETNG 362](#) - Consumer Behavior
 - [MARKETNG 463](#) - Marketing of High Technology
 - [MARKETNG 468](#) - Marketing Strategy
 - [MARKETNG 469](#) - Strategy and Tactics of Pricing
 - [OPERATNS 476](#) - Distribution/Supply Chain Management
- **Other suggested electives**
 - [DECISION 411](#) - Forecasting
 - [MANAGEMENT 421](#) - Dynamics of Bargaining
 - [MARKETNG 460](#) - Product Management
 - [MARKETNG 464](#) - Customer Relationship Management
 - [MARKETNG 490](#) - Marketing Practicum
 - [MGRECON 431](#) - Competitive Analysis

Marketing Consulting

- **Strongly recommended electives**
 - [ACCOUNTG 341](#) - Managerial Accounting
 - [DECISION 312](#) - Decision Models
 - [DECISION 411](#) - Forecasting
 - [MARKETNG 361](#) - Market Intelligence
 - [MARKETNG 460](#) - Product Management
 - [MARKETNG 468](#) - Marketing Strategy
 - [MARKETNG 469](#) - Strategy and Tactics of Pricing
 - [MARKETNG 490](#) - Marketing Practicum
 - [MGRECON 431](#) - Competitive Analysis
 - [OPERATNS 476](#) - Distribution/Supply Chain Management

- **Other recommended electives**
 - [ACCOUNTG 441](#) - Financial Statement Analysis
 - [ACCOUNTG 442](#) - Valuation & Fundamental Analysis
 - [FINANCE 455/LAW 324](#) - Corporate Restructuring
 - [MARKETNG 362](#) - Consumer Behavior
 - [MARKETNG 463](#) - Marketing of High Technology
 - [MARKETNG 464](#) - Customer Relationship Management
 - [OPERATNS 472](#) - Service Operations Management
 - [STRATEGY 338](#) - Strategic Modeling and Business Dynamics