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
  - MANAGEMT 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
  - MANAGEMT 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