

MARKETING

Marketing creates exchanges between organizations and customers. It includes planning, designing, pricing, promoting and distributing goods and services that satisfy organizational and customer needs. In the high-level economy of the United States and many other countries, marketing has become a critical and comprehensive business function. The concept of marketing is becoming increasingly broad and important. Students may pursue career opportunities in: Students may pursue a variety of careers in: advertising/public relations/communication, digital marketing, general marketing, marketing research/analyst, merchandising/buyer/planner, product/brand management, business-to-business (B2B), sales/business development, sports marketing, and supply chain management.

Contemporary marketing managers must understand not only the traditional areas of marketing channels, sales management, advertising, and research, but must also be familiar with consumer and dealer motivation. The manager must be able to translate knowledge of consumer behavior into marketing strategy. The marketing program is broad enough to permit a major to develop knowledge in these several areas, but flexible enough so that students may focus on special interest areas.