

CAREER TRACKS IN MARKETING

Digital Marketing & Analytics (Concentration available) ^a	Professional Sales Leadership (Concentration available) ^b	Branding and Marketing Communications	International/Global Marketing
<ul style="list-style-type: none"> • Digital Marketing (MKTG 3665) • Marketing and Digital Analytics (MKTG 3661) • Integrated MKTG Communication in the Digital Age (MKTG 3625) • Data and Text Mining (OPIM 4895) • Social Media App in Business (DMD 2710, by permission only) • Student Agency (DMD 3040, by permission only) 	<ul style="list-style-type: none"> • Professional Selling (MKTG 3452) • Sales Management & Leadership (MKTG 3454) • Field Study Internship (MKTG 4892) • Marketing and Digital Analytics (MKTG 3661) 	<ul style="list-style-type: none"> • Strategic Brand Management (MKTG 3757) • Integrated MKTG Communication in the Digital Age (MKTG 3625) • Digital Marketing (MKTG 3665) 	<ul style="list-style-type: none"> • Global Marketing Strategy (MKTG 3370) • International Business Law (BLAW 3660) • Managerial Behavior in Cross-Cultural Settings (MGMT 3245) • Social Entrepreneurship in Guatemala (MKTG 4893)

^a To receive a Digital Marketing & Analytics Concentration, marketing majors must complete Digital Marketing (MKTG 3665) and Marketing and Digital Analytics (MKTG 3661), and one of the following electives: Strategic Brand Management (MKTG 3757), Integrated MKTG Communications in the Digital Age (MKTG 3625), Professional Selling (MKTG 3452), or a Field Study Internship (MKTG 4891).

^b To receive a Professional Sales Leadership Concentration, marketing majors must complete Professional Selling (MKTG 3452), Sales Management & Leadership (MKTG 3454), and also an approved Field Study Internship (MKTG 4892).