

DEPARTMENT OF MARKETING



CAREER TRACKS

A Guide for Selecting Careers in Marketing

"Because its purpose is to create a customer, the business has two basic functions: marketing and innovation. Marketing and innovation produce results, all the rest are costs."

- Peter F. Drucker

MARKETING AT LEHIGH
Student-Focused • Research-Oriented



Skill Specializations Applicable to Marketing Careers

MARKETING CAREER TRACKS	Marketing and R&D Interface	Analytical Marketing	Strategic Marketing Communication	Sales Management	Global Marketing
Rationale	Technology's increasing contribution in the success of new products	Rising demand for more analytically trained marketing students	Growing need for integrating multi-media technology (MMT) into Marketing Mix strategy.	'Sales' is the point of entry for most careers in marketing	Continuing trend toward globalization' of business
Typical Entry Level Job Titles	Product Management Business Development Technical Marketing	Database Analyst Market Research Customer Research	Asst. Media Planner Asst. Account Executive Asst. Web Designer	Retail Sales Pharmaceutical Sales Entertainment Marketing	Foreign Tourism Government <ul style="list-style-type: none"> • Foreign Careers Service • Peace Corps
Typical Early Career Titles	Product/Brand Manager IPD Leader Management Consulting Patent Marketing	Management Consulting Brand Management Director of Marketing Research	PR Account Executive Event Planning Graphic Designer Sports Marketing	Major Accounts Manager Regional Sales Manager Business Development	Country Manager Senior level positions –Fortune 500 company
Target Audience	Students seeking careers in high-tech marketing or management consulting	Students interested in pursuing a research analyst career or management consulting	Students interested in a more technical preparation for a Marketing Communication career	Primarily directed to students who are active socially and prefer personal communication	Students interested in careers in a global business or government service overseas
Value Proposition	Acquire a technical appreciation of the marketing, R&D and engineering interface	Develop an understanding of data acquisition and analysis and its role in effective decision-making	Integrating psychology and technical competence to achieve effective communication skills	Success in business starts with selling yourself and your ideas; increasingly in the arena of professional services	Developing a global business mindset and a deep understanding of culture is a lifelong endeavor requiring precise career planning

Suggested Courses for Each Career Track

MARKETING CAREER TRACKS	Marketing and R&D Interface	Analytical Marketing	Strategic Marketing Communication	Sales Management	Global Marketing
Core Marketing Courses Required of ALL Marketing Majors	MKT 311 Buyer Behavior MKT 312 Marketing Research	MKT 311 Buyer Behavior MKT 312 Marketing Research	MKT 311 Buyer Behavior MKT 312 Marketing Research	MKT 311 Buyer Behavior MKT 312 Marketing Research	MKT 311 Buyer Behavior MKT 312 Marketing Research
Required Marketing Track Courses (Pick 2) for each track	MKT 319 Development & Marketing of New Products BUS 211 Integrated Product Development	MKT 331 E-Commerce MKT 325 Quantitative Marketing Analysis	MKT 313 Integrated Marketing Communication MKT 331 E-Commerce MKT 332 Sales Management	MKT 313 Integrated Marketing Communication MKT 332 Sales Management MKT 366 Marketing of Services	MKT 320 Global Marketing MKT 321 B2B Marketing MKT 348 Marketing Channels
Suggested Elective(s) (Pick 1 for each track)	DES 45 Product Design BUS 212 Integrated Product Development Lab MKT 325 Quantitative Marketing Analysis	ECO 352 Advanced Statistical Methods ECO 357 Econometrics	ART 53 Graphic Communication MKT 366 Marketing of Services	MKT 321 B2B Marketing MKT 348 Marketing Channels SCM 328 Pricing Concepts and Negotiations	IR 10 Introduction to World Politics IR 120 Globalization & World Politics ECO 339 International Trade ECO 340 International Finance
Capstone Marketing Course Required of ALL Majors	MKT 387 Marketing Strategy	MKT 387 Marketing Strategy	MKT 387 Marketing Strategy	MKT 387 Marketing Strategy	MKT 387 Marketing Strategy
Recommended Integrated Learning Experience (ILE) (Pick 1 for each track)	MGT 311 LUMAC MKT 360 Marketing Practicum Study Abroad	BUS 211 IPD MGT 311 LUMAC MKT 360 Marketing Practicum Study Abroad	BUS 211 IPD MGT 311 LUMAC MKT 360 Marketing Practicum Study Abroad	BUS 211 IPD MGT 311 LUMAC MKT 360 Marketing Practicum Study Abroad	BUS 211 IPD MGT 311 LUMAC MKT 360 Marketing Practicum Study Abroad

UNDERGRADUATE MARKETING MAJOR

REQUIRED COURSE FOR ALL BUSINESS MAJORS

MKT 211: Principles of Marketing

REQUIRED COURSES FOR ALL MARKETING MAJORS

MKT 311: Buyer Behavior

MKT 312: Marketing Research

MKT 387: Marketing Strategy

MARKETING ELECTIVES

Three courses or nine credits are required; at least two courses must be from the following Marketing electives; the third course can be a marketing elective or any other course approved by the advisor.

MKT 313: Integrated Marketing Communications

MKT 319: Development & Marketing of New Products

MKT 320: Global Marketing

MKT 321: Business-to-Business Marketing

MKT 325: Quantitative Marketing Analysis

MKT 331: Electronic Commerce

MKT 332: Sales Management

MKT 348: Management of Marketing Channels

MKT 360: Marketing Practicum

MKT 366: Marketing of Services

MKT 371: Directed Readings

MKT 372: Special Topics



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