

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/Fields | Product Manager Business Development Technical Marketing Specialist | Database Analyst Market Research CRM Analyst | 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 Fields/Paths | 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 Consumer Behavior MKT 312 Marketing Research | MKT 311 Consumer Behavior MKT 312 Marketing Research | MKT 311 Consumer Behavior MKT 312 Marketing Research | MKT 311 Consumer Behavior MKT 312 Marketing Research | MKT 311 Consumer 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 319 Development & Marketing of New Products 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 MKT 373 Marketing Internship Study Abroad | BUS 211 IPD MGT 311 LUMAC MKT 360 Marketing Practicum MKT 373 Marketing Internship Study Abroad | BUS 211 IPD MGT 311 LUMAC MKT 360 Marketing Practicum MKT 373 Marketing Internship Study Abroad | BUS 211 IPD MGT 311 LUMAC MKT 360 Marketing Practicum MKT 373 Marketing Internship Study Abroad | BUS 211 IPD MGT 311 LUMAC MKT 360 Marketing Practicum MKT 373 Marketing Internship Study Abroad |

UNDERGRADUATE MARKETING MAJOR

REQUIRED COURSE FOR ALL BUSINESS MAJORS

MKT 111: Principles of Marketing

REQUIRED COURSES FOR ALL MARKETING MAJORS

MKT 311: Consumer 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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