

Marketing Emphasis Guide

Career Guide

Explore

Marketing students today harness data analytics, digital tools, and consumer insights to help businesses identify, reach, and engage the right audience. In a dynamic and rapidly evolving landscape, marketing remains rooted in problem solving-creating value by delivering effective solutions to both brands and consumers.

The marketing program equips students with critical thinking and decision-making skills through real-world applications in areas such as brand and product management, digital and social media marketing, marketing analytics, market research, advertising and promotion, and sales.

By integrating creativity with data-driven strategy, students learn to navigate and lead in a marketplace shaped by innovation, personalization, and technology.

Key concepts focus on identifying consumer needs and wants, developing products and services to meet those demands, establishing communications to promote products and services, and monitoring transactions and consumer responses to guide future activities. Marketing concepts apply to tangible products, services and ideas, consumer and business markets, and domestic and global markets.

The increasingly digital marketplace has changed the traditional tactics used in marketing. Today's marketing practitioners must take advantage of an increasingly connected world to reach their customers.



Industry Overview

Marketing students find career opportunities in digital marketing and analytics, making use of big data to understand and serve customers. They often take positions in sales and sales management, public relations, marketing and communications, advertising and media, merchandising, media planning and buying, event planning, and product development.

Entry level roles typically include marketing coordinator, marketing associate, social media coordinator, account coordinator, assistant media planner, marketing analyst, sales development representative (SDR), or event coordinator.

Top Hiring Industries

Advertising	Fashion	Media
Consulting	Sports	Information & Technology
Consumer Products	Food and Beverage	Real Estate
Entertainment	Hospitality	Retail

Additional Tips

Organizations to Join

- American Marketing Association
- Professional Sales Club
- Women in Business

Events & Networking

- Career Treks: Local & Out-of-State
- Instant Interviews: On Campus Interviews
- Employer Sponsored Case Competitions
- Deming Center for Entrepreneurship Events
- Center for Ethics and Social Responsibility (CESR) Events

Course Electives Employers Notice

- Digital Marketing
- Business Analytics
- Product Strategy

Recruiting Timeline

► Fall Semester

Large companies like P&G, Ogilvy, and Salesforce will recruit internships and full-time position in the Fall. However, the majority of positions open up in the Spring.

► Spring Semester

Recruiting begins in March for internships and Spring for full-time positions across various industries.

Marketing roles typically open up consistently throughout the year as budgets are approved. Only large companies with Early Career Programs hire on a consistent schedule.

Resources

Resume and Cover Letter Templates at leeds.ly/CareerRoundup
Make an appointment with your Industry Coach today at leeds.ly/careeradv
Stay up to date on jobs and events at leeds.ly/Handshake

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Academic Guide

REQUIRED COURSES

- ▶ **The following two courses must be completed before enrolling in any 4000-level marketing courses:**

MKTG 3250: Buyer Behavior

MKTG 3350: Marketing Research

- ▶ **The following three courses must be completed:**

MKTG 4250: Product Strategy

MKTG 4300: Pricing and Channel of Distribution

MKTG 4550: Advertising and Promotion Management

**Two of these courses must be taken before MKTG 4850*

**The third course may be completed prior to or concurrently with MKTG 4850*

- ▶ **Required Senior Capstone**

MKTG 4850: Senior Seminar in Marketing

Quick Reminders

- ▶ Students must complete all **BCOR** and **BASE** classes to enroll in any Area of Emphasis classes.
- ▶ The **Marketing Area of Emphasis** takes **3 semesters** to complete after all core curriculum, for a total of **18 credit hours**.
- ▶ Those planning to graduate in **4 years** must complete **MKTG 3250** and **MKTG 3350** in their **junior year**.
- ▶ All courses are **3 credit hours** unless otherwise noted.



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appointments.colorado.edu

Optional Marketing Focus Areas:

Choose any three courses to complete a focus

Marketing Communications /Account Management Focus:

MKTG 3700: Digital Marketing
MGMT 4140: Project Management
MKTG 3100: Professional Selling
BAIM 4120/MKTG 3201:
Business Analytics
ATLS 2200: Web*

Digital Marketing & Analytics Focus:

MKTG 3700: Digital Marketing
MKTG 3050: Customer Analytics
BAIM 3210: Low Code for
Citizen Developers
BAIM 4120/MKTG 3201:
Business Analytics
BAIM 4220: Enterprise Applications
ATLS 1300: Computational
Foundations 1*
ATLS 2200: Web*

Sales & Sales Management Focus:

MKTG 3100: Professional Selling
MKTG 3150: Sales Management
MKTG 3700: Digital Marketing
MKTG 3050: Customer Analytics
ORGN 3030: Critical Leadership Skills
BAIM 4120/MKTG 3201:
Business Analytics
PSYC 2606: Social Psychology*

**Non-Business Courses*