

Marketing

Aspiring marketers at the D'Amore-McKim School of Business have an opportunity to learn how brands, customers, and organizations impact business performance and society by creating, communicating, and delivering value to customers. The concentration embraces an approach that is analytical, creative, and practice oriented. Students receive instruction from award-winning research and teaching faculty who share their knowledge to help empower the next generation of marketing leaders.

The concentration in marketing encourages students to examine marketing as a driver of business growth, while considering the ethical and sustainable practices that are necessary for business and societal benefit.

The building blocks of the marketing concentration require courses in marketing research or analysis of customer data followed by a tailored set of electives to suit different student goals and interests.

The concentration aims to prepare students with the knowledge and skills to pursue careers in a broad range of professional settings including, but not limited to, digital marketing management, social media marketing, marketing analysis, data analysis, marketing consulting, UX design, content strategy, consumer insights analysis, sales management, and product and brand management.

The marketing concentration is available to students taking the BSBA or BSIB degree within the D'Amore-McKim School of Business and in most D'Amore-McKim combined majors (<https://catalog.northeastern.edu/undergraduate/business/business-administration-combined-majors/>). Other marketing-related options available to students include a minor in marketing and both concentrations and minors in brand management and marketing analytics.

Concentration Requirements

Concentration in Marketing

| Code | Title | Hours |
|----------------------------------|--|-------|
| Required Courses | | |
| MKTG 2602 or MKTG 3401 | Quantitative Analysis of Consumer Data Marketing Research | 4 |
| Electives | | |
| Complete three of the following: | | 12 |
| ENTR 4414 | Bridging Conflict, Creating Diversity | |
| MKTG 2301 | Marketing and Society | |
| MKTG 2602 | Quantitative Analysis of Consumer Data (if not taken as a required course) | |
| MKTG 2720 | Enabling Technologies for Consumer Engagement | |
| MKTG 3301 | Marketing Management | |
| MKTG 3401 | Marketing Research (if not taken as a required course) | |
| MKTG 3402 | Gaining Insights from Consumer Data | |
| MKTG 3501 | Marketing Analytics | |
| MKTG 3720 | Brand Management | |
| MKTG 4120 | Undergraduate Research Practicum in Marketing | |
| MKTG 4220 | Marketing in Asia | |
| MKTG 4420 | Sales Management | |
| MKTG 4502 | Managing Customer Engagement in a Service World | |
| MKTG 4504 | Advertising and Brand Promotion | |
| MKTG 4506 | Consumer Behavior | |
| MKTG 4508 | Digital Marketing | |
| MKTG 4510 | New Product Development | |
| MKTG 4512 | International Marketing | |
| MKTG 4520 | Business-to-Business Marketing | |
| MKTG 4604 | Creating Business Value with Data and AI Technologies | |
| MKTG 4606 | Digital, Analytics, Technology, and Automation Research Practicum | |
| MKTG 4720 | Understanding the Platform Economy | |
| MKTG 4983 | Special Topics in Marketing | |