Marketing is a field that focuses on consumer behavior to purchase a product or service. The study of marketing can be divided into four main categories at UTD: professional sales, digital marketing, marketing management, and marketing analytics.

**Career Paths**

**What is this program?**
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**Skills**

**HARD**
- CRM software
- Salesforce.com

**SOFT**
- Analytical
- Communication
- Creativity
- Interpersonal
- Organized

**Receivers Tip**
"A good, creative idea is nothing without proper analytics to back it up. It’s important to be aware of the finances behind pushing a marketing plan."

**Event Planning**
Oversee the planning of corporate conventions, business meetings, trade shows, etc.

**Business Development**
Encouraging revenue and cross-selling products to potential customers and clients that already exist.

**Marketing Analyst**
Research and report information that helps a company increase its profits.

**Customer Experience**
Specialize in enhancing customer experience through surveys.

**Business Communications**
Managing and leadership strategies used to link the organization to the public.

**Account Executive**
Assist marketing managers in putting prices on products and classifying them into different categories.
Projects & Courses

**MKT 4380 CAPSTONE COURSE**
Students are expected to make marketing decisions and compete with other teams to achieve superior performance.

**M.S. MARKETING – FAST TRACK**
Recommended for students who wish to further their education. Must achieve a 3.4 or above cumulative GPA to begin graduate courses.

COURSES
- **MKT 3320** Product and Brand Management
- **MKT 3331** Digital Prospecting
- **MKT 4340** Consumer Behavior
- **MKT 4350** Advertising
- **MKT 4351** Business and Digital Environment
- **MKT 4335** Category Buying

Certifications
**SALES CERTIFIED**
Via University Sales Center Alliance
**GOOGLE ADWORDS CERTIFIED**
Create AdWords on Google to promote a website

Recruiters Tip
“Marketing is a broad field. Interview professionals and ask around about all the different concentrations to understand which one might best fit you.”

Clubs & Organizations
- **American Marketing Association (AMA)**
- **American Advertising Federation (AAF)**
- **Sales Club**

WANT TO LEARN MORE?
*Julie Haworth – Program Director*
haworth@utdallas.edu
JSOM 13.328