MARKETING

A concentration in Marketing can lead to many career paths including brand management, product planning, cause marketing, and marketing communications, among others. Moreover, as technology continues to progress at rapid speeds, new areas of marketing, such as interactive marketing, are also becoming burgeoning areas.

Marketing connects consumers’ needs with a firm’s capabilities to create value for the market. In the marketing concentration, you will learn about methods and theories that provide insight into consumers’ purchase and consumption behavior as well as their pain points. You can identify opportunities for new products and services to meet consumers’ needs. In addition, marketing courses will equip you with the analytic skills and strategic perspective required to manage the brands’ meaning, product design, communications mix, pricing, and distribution. In most classes, students engage in team projects that provide hands-on experience making marketing decisions. For more information on required courses and to contact the Faculty Liaison, please visit here.

Some students, while it is not required, may dual concentrate. Occasionally, these students elect to combine their Marketing concentration with organizational behavior, finance, entrepreneurship & innovation, or global business. In addition, many students also seek minors outside of Questrom to complement their business interests. For example, students who want to pursue a career in advertising sometimes minor in Advertising through the College of Communication. For all available minors, please visit the Boston University programs website found here.

Check out this marketing concentration video to learn more!

ADVERTISING/SOCIAL MEDIA

This career area is for professionals who are interested in positions at either advertising agencies, or companies who advertise. Advertising/Social Media positions require creativity, people relationship skills, and an intense interest in social media.

MARKET RESEARCH

Professionals in this field are interested in research and consulting firms, or brand companies. They will assist companies with investigating subjects such as consumer or business demand, industry forecasts, and competitive positioning. Often the most important part of the marketing research projects is framing the problem for the internal or external client. Further, marketing researchers are responsible for interpreting data, and making suggestions regarding how the companies should respond strategically and tactically to their findings.

SALES/BUSINESS DEVELOPMENT

Professionals in this area are interested in positions where they will be interacting with customers, from the earliest stages of introducing the company and its products, to the closing of the sale and follow up. Students who are good listeners, relationship builders, and promotional presenters find a good match with sales positions. Sales positions usually offer a great deal of autonomy, and are often rewarded based on selling performance.

BRAND MANAGEMENT

This area is a great match for professionals who wish to immerse themselves into a unique product or service, and manage it through the product lifecycle. Brand managers typically are both externally and internally focused. They need to understand the qualitative and quantitative demand for the product, and work with product development to continually enhance and improve it for the customers. In addition, they often are responsible for advertising campaigns and other promotions.
RETAINING

This area is designed for people who enjoy the retail environment, whether physical stores or online commerce. Students who select this track are interested in the process of buying inventory, and bringing products through the distribution channel, ending with store atmospherics and merchandizing of products and services. Retailing students become expert on shopping and purchase behavior, and use that expertise to develop strategies and tactics for the company.

MARKETING ANALYTICS

People who enjoy quantitative analysis will gravitate toward the Marketing Analytics track. The Marketing Analytics track is designed to expose students to analytical tools and methods that they will employ throughout their professional marketing careers as support for marketing strategies and tactics.

POPULAR CAREER PATHS

Many Questrom students choose typical career paths associated with this major. However, some graduates choose unrelated careers that utilize skills and experiences developed during their time in college. Some fields may require further training or study. Below are a small sample of career paths, but is not a comprehensive list of all the options.

- Brand/Product Management
- Cause Marketing
- Consulting
- Insurance
- Marketing Communications
- Marketing Management
- Market Research/Analysis
- Media Relations/Public Relations
- Product Planning/Management
- Purchasing/Procurement
- Real Estate
- Retail
- Sales and Promotion
- Social Media
- Rotational or Leadership Development Programs
  EX: Marketing Leadership Program
  EX: Campus to Career Programs

**Rotational and Leadership Development programs are usually 2-3 year training programs that can be valuable for undergraduates to launch into their career. More information about the types of programs and the industries available can be found on the Feld Center’s site here.**

INTERNSHIP AND JOB SEARCH RESOURCES

- Vault
- Pardee Library
- Ad Council
- Adweek.com
- Apparel Search.com
- Brand Channel.com
- Brandweek.com
- The Direct Marketing Association
- HubSpot Marketing Resources
- MediaPost
- Social Media SmartBrief
- Trendcentral
- Indeed
- Simply Hired
- Internships
- Glassdoor
Questrom/BU Clubs: Joining clubs is a great way to gain experience and build your professional network. Below are specific club(s) within Questrom for those interested in Marketing. For a complete list of business specific Questrom Clubs, please visit here and for a list of BU wide clubs that offer organizations across larger interest areas ranging from health to nonprofits, please visit here.

- Ad Club
- BU Marketing Club
- BU Guerrilla Marketing Society

Professional Associations: Professional Associations exist on the regional and national level. They host national conferences discussing relevant topics, networking events and training and professional development opportunities. If you are interested in careers in Marketing here are some professional associations, you may want to consider joining:

- American Association of Advertising Agencies
- American Marketing Association (AMA)
- American Marketing Association – Boston Chapter
- Boston Product Management Association
- The Business Marketing Association
- Direct Marketing Association
- New England Direct Marketing Association (NEDMA)

LinkedIn Groups: LinkedIn is a crucial part of anyone’s job search and networking strategy. Using LinkedIn groups, you can develop more targeted networks for various criteria including location, industry, function and more! Below is a list of sample LinkedIn groups Marketing concentrators may want to consider, for more assistance on using this feature please make an appointment with a UDC Career Advisor at bu.joinhandshake.com:

- Social Media Marketing
- Digital Marketing
- Marketing Communication
- Media & Marketing Professionals Worldwide