

# MARKETING CONCENTRATION GUIDE

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 Business Analytics, Management & Organizations, 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](#).

**For more information about required courses and to contact the Concentration Faculty Advisor, please visit [here](#).**

## MARKETING RESEARCH

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Professionals in this field are interested in research and consulting firms (i.e. supplier side), or brand companies (i.e. client side). They will assist companies with investigating consumer or business demand, industry forecasts, marketing mix assessment, and competitive analysis. Often the most important parts of the marketing research projects are framing the problem for internal and/or external clients. Further, marketing researchers are responsible for interpreting data and offering managerial recommendations on how the companies should respond tactically and strategically.

**Careers Include:** Market Research Analyst, Market Research Specialist, Market Research Associate, Demographic Analyst

## MARKETING ANALYSIS

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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. In these roles individuals may do analyze research, data, technology, or other web metrics to understand user intent and measure outcomes for ongoing optimization.

**Careers Include:** SEO Specialist, Market Analyst, Digital Marketing Analyst, Growth Marketing Analyst, Marketing Data Analyst, Marketing Specialist

## ADVERTISING/SOCIAL MEDIA

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This career area is for professionals who are interested in positions at either advertising agencies or with product and service companies who are their clients. These roles can vary, but the aim of advertising is to plan, direct, or coordinate advertising materials, programs, or policies to create extra interest in the purchase of a product or service for a department, an entire organization, or on an account/client basis. Advertising/Social Media positions require creativity, people relationship skills, and a strong interest in social media.

**Careers Include:** Account Manager, Advertising Assistant, Assistant Media Planner, Marketing Associate, Junior Account Planner, Marketing Coordinator

## SALES

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

**Careers Include:** Account Representative, Advertising Sales Representative, Sales & Marketing Associate, Sales Consultant, Business Development Associate, Sales Coordinator

## BRAND MANAGEMENT

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This area is a great match for professionals who wish to immerse themselves into managing a unique product or service through its product lifecycle. Brand managers can be both externally and internally focused and need to understand the qualitative and quantitative demand for the product. They work with product development to continually enhance and improve the product for the customers and ensure resonance with current and potential customers. They continuously monitor marketing trends, the competitive landscape, and are often responsible for marketing campaigns, including advertising and promotions.

**Careers Include:** Product Manager, Brand Manager, Account Manager, Brand Marketing Associate, Marketing Operations Associate, Creative Strategist, Brand Ambassador

## OMNI CHANNEL RETAILING

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This area is designed for people who enjoy the retail environment, in physical stores or through online e-commerce. Students who select this track are interested in the merchandizing of products that consumers need and want, and in delivering products through the appropriate distribution channels. These roles pay attention to store atmospherics and the seamless delivery of products and services. Retailing students become experts on shopping and purchase behavior and use that expertise to develop strategies and tactics for companies.

**Careers Include:** Buying Analyst, Merchandise Associate, Planning Associate, UX Design, Store Manager, Sales Analyst

## CLASSES TO CAREER GRID

Interested in seeing how different career paths connect back to the classes you take? Take a look at the grid below to help you strategize which classes will help you build the skills and knowledge you need to meet your career goals.

CLASS	ADVERTISING/ SOCIAL MEDIA	MARKETING ANALYTICS	MARKETING RESEARCH	SALES	BRAND MANAGEMENT	OMNI-CHANNEL RETAILING
<b>MK 447</b> Marketing Research	×	×	×	×	×	×
<b>BA 472</b> Business Experiments and Causal Methods		×	×			
<b>BA 476</b> Machine Learning for Business Analytics		×				
<b>MK 345</b> Consumer Insights	×	×	×		×	×
<b>MK 442</b> Digital Marketing Analytics	×	×	×		×	×
<b>MK 463</b> Services Marketing and Management	×		×	×		×
<b>MK 465</b> Retailing Strategy					×	×
<b>MK 466</b> Selling and Partnership Development				×		
<b>MK 467</b> Global Marketing Management				×	×	
<b>MK 468</b> Advanced Marketing Strategy			×	×	×	
<b>MK 469</b> Integrated Marketing Communications	×	×			×	×
<b>MK 470</b> Pricing Strategy and Tactics				×	×	×
<b>MK 475</b> Luxury Brands					×	
<b>MK 487</b> Branding	×				×	

## INTERNSHIP AND JOB SEARCH RESOURCES

- [Vault](#)
- [Pardee Library](#)
- [Ad Council](#)
- [Adweek.com](#)
- [Apparelsearch.com](#)
- [Brandchannel.com](#)
- [Brandweek.com](#)
- [The Direct Marketing Association](#)
- [HubSpot Marketing Resources](#)
- [MediaPost](#)
- [Social Media SmartBrief](#)
- [Trendcentral](#)
- [Indeed](#)
- [Simply Hired](#)
- [Internships](#)
- [Glassdoor](#)

## POPULAR EMPLOYERS

- 3M
- Abercrombie & Fitch
- Accenture
- Adobe
- AT&T
- Bose Corp.
- Boston Red Sox
- Chadwick Martin Bailey
- Citizens Bank
- Clear Channel Communications
- CVS Health
- Dell Technologies
- Deloitte
- Draftkings
- Eli Lilly
- Forrester Research
- Goldman Marketing Group
- Hertz
- Houghton Mifflin Harcourt
- Massachusetts General Hospital
- Morgan Stanley
- MSNBC
- MullenLowe Group
- Nestle, USA
- Oracle
- PricewaterhouseCoopers
- Proctor & Gamble
- Reebok
- Staples, Inc.
- Stonyfield Farm
- Target
- TJX
- Visa
- The Walt Disney Company
- Wayfair
- Wellington Management
- Zimmerman Advertising

## NEXT STEPS

### QUESTROM/BU CLUBS

Questrom/BU Clubs: Joining clubs is a great way to gain experience and build your professional network.

Below are specific clubs 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](#).

- [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](#)
- [The Business Marketing Association](#)
- [American Marketing Association](#)
- [Direct Marketing Association](#)
- [American Marketing Association \(Boston Chapter\)](#)
- [New England Direct Marketing Association \(NEDMA\)](#)
- [Boston Product Management Association](#)
- [Ad Club](#)

### 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](http://bu.joinhandshake.com):

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