

# MARKETING CONCENTRATION

*for the Graduate Concentration in Marketing*

The graduate concentration in marketing is specifically designed to address the increasing demand for management professionals who possess a blend of broad business acumen and specialized marketing expertise. This concentration equips students with a comprehensive toolkit of strategic, analytical, and tactical skills essential for success in today's fast-paced, customer-centric business landscape. By focusing on the latest industry trends and best practices, the program prepares graduates to navigate complex marketing challenges and drive impactful results in a variety of business contexts.

The concentration is open to students enrolled in

- Management, MS (on-campus)
- Accountancy, MAS

This concentration requires twelve graduate hours of Marketing coursework. Successful completion of the concentration assumes certain knowledge of business and prior coursework.

Admission to the concentration requires enrollment in a specified Gies College of Business graduate program.

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Code	Title	Hours
Select 12 hours from the following		
BADM 523	Consumer Behavior 4.0: Digital Transformation in Consumer Behavior	4
BADM 527	Brand Management	4
BADM 528	Promotional Strategy	4
BADM 584	Global Marketing	4
<b>Total Hours</b>		<b>12</b>

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- Make Confident Marketing Decisions in Uncertain Environments
  - Master the art of making informed marketing decisions even in ambiguous or uncertain market conditions. Learn to identify and leverage key insights to guide strategic actions with confidence.
- Maximize Synergies Across Marketing Disciplines
  - Gain a comprehensive understanding of how marketing elements — from strategy development to brand building and performance measurement—work together. Learn to create cohesive strategies that align and optimize these elements for greater impact.
- Craft and Measure High-Impact Marketing Strategies
  - Develop the skills to design effective, results-driven marketing strategies. Learn to implement and track the performance of these strategies to ensure they deliver measurable results and drive growth.
- Master Integrated Marketing Communications

- Understand how to seamlessly integrate and manage various communication channels—mass media, digital platforms, and personal touchpoints—to create a unified and effective brand message that resonates across all customer interactions.

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