

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 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	