



## Marketing Major - New Brunswick

### The Field

Marketing is the management process through which goods and services move from concept to the customer. Whether it is communicating off-line or online, marketing is an integral part of business.

Career opportunities in marketing are quite extensive and diversified. Many marketing positions give a considerable amount of discretion to people early in their careers. A marketing career is excellent preparation for a path to top management positions which are responsible for creating and guiding the messaging in all types of organizations.

Marketing offers career opportunities for people with varying educational backgrounds. A bachelor's degree is generally required for most management training positions in marketing, sales, public relations, and advertising.

A master of business administration degree is increasingly necessary for marketing research, marketing consulting, brand management, senior management, and industrial sales positions. Frequently, marketing consultants, marketing research directors, and marketing professors have earned Ph.D. degrees in marketing or related subjects.

### Career Paths

Marketing students are prepared for positions such as copywriters, media directors, account executives, marketing researchers, product development managers, public relations managers and more. They land jobs in some of the biggest marketing agencies in the world, and in large corporations that have in-house marketing departments. They work with sales departments, creative, and even IT when working in online marketing. From creative advertising work to quantitative market research, marketing majors help manage a brand and sell products and services. A marketing background can also train a person to operate their own business.

### Compensation

According to the Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook*, 2019 Edition, Market Research Analysts, bachelor's degree candidates in marketing received offers with a median salary of \$63,790.

#### Key Facts:

- Rutgers Business School ranked Top Undergraduate Business School in the *US Poets & Quants*, 2020
- Rutgers Business School offers marketing case competitions
- Advertising, marketing, promotions, public relations, and sales managers work in offices close to those of top managers
- 80% of advertising, marketing, promotions, public relations, and sales managers work 40 hours or more a week
- Industry-connected professors help RBS students access exciting jobs at global marketing agencies on Madison Avenue, startup companies, and across industries in New York, Philadelphia and tri-state area

## Path to Major

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### Required Courses (9 credits)

COURSE#	TITLE	CREDITS
33:630:374	Consumer Behavior	3
33:630:385	Marketing Research	3
33:630:452	Marketing Strategy	3

### Electives (12 credits)

COURSE#	TITLE	CREDITS
33:630:482	Advertising Strategy	3
33:630:498	Brand Management	3
33:630:370	Business-to-Business Marketing	3
33:630:497	Digital Marketing	3
33:630:487	Independent Study in Marketing	3
33:630:371	International Marketing	3
33:630:363	Introduction to Advertising	3
33:630:489	Marketing Analytics	3
33:630:428	Marketing and Society	3
33:630:499	Marketing Consulting for Small Business	3
33:630:369	New Product Planning	3
33:630:368	Retail Marketing	3
33:630:401	Sales Management	3
33:630:372	Services Marketing	3
33:630:xxx	Special Topic: Pricing	3
33:630:480	Special Topic: Social Media & Mobile Marketing	3

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