



## Marketing Major (Online) - Newark

### 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 his or her own business.

Rutgers Business School students graduate from the marketing program with a strong business foundation and are well prepared to enter the job market.

### 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

Rutgers Business School- Newark is now offering the Bachelor of Science in Marketing fully online. This fully AACSB accredited program is intentionally created to address the need for a larger talent pool of marketing experts. Students must take at least 18 major credits beyond the school core, including 9 credits of the required courses and at least 9 credits of electives.

This major helps students to develop skills that enable them to function in many different marketing roles while working closely and effectively with other business functions. The program provides high-quality education for marketing majors at an affordable expense and allows students to access the exciting job market in the NY, NJ, and CT tri-state area. With courses ranging from traditional marketing analytics and research to the new rules of digital marketing and consumer behavior, students leave the program with a solid foundation in marketing.

### Prerequisite Courses

Students entering this program will be required to have completed:

- Associate's degree which satisfies the general core curriculum for Rutgers-Newark
- All Business Pre-eligibility courses:
  - 21:220:101 Micro-Economics
  - 21:220:102 Macro-Economics
  - 21:220:203 Statistics
  - OR
  - 21:640:211 Statistics I\*
  - 21:355:101 English Composition I
  - 21:355:102 English Composition II
  - 21:640:119 Applied Calculus
  - OR
  - 21:640:135 Calculus I\*
  - 29:010:203 Financial Accounting
  - 29:010:204 Managerial Accounting
  - 29:623:220 MIS
- The following Business core courses:
  - Introduction to Management
  - Introduction to Marketing

### Required Courses (9 credits)

COURSE#	TITLE	CREDITS
29:630:374	Consumer Behavior	3
29:630:385	Marketing Research	3
29:630:452	Marketing Strategy	3

### Electives (9 credits)

COURSE#	TITLE	CREDITS
29:630:363	Advertising	3
29:630:368	Retail Marketing	3
29:630:369	New Product Planning	3
29:630:370	Business-to-Business Marketing	3
29:630:371	International Marketing	3
29:630:372	Services Marketing	3
29:630:401	Sales Management	3
29:630:475	The Branding of Fashion & Other Creative Pursuits	3
29:630:486	Independent Study in Marketing*	AR
29:630:428	Marketing and Society	3
29:630:495	Marketing Cooperative Education	6
29:630:497	Special Topics	3
29:630:498	Brand Management	3

\*Note: Must have prior approval by RBS Undergraduate Programs Office to register.

\*AR = Credits by arrangement.



Visit our website for more information:

<https://www.business.rutgers.edu/undergraduate-newark/marketing>