

MARKETING CAREER PATHS – Larry L. Luing School of Business

Distribution - A distribution manager acquires products from manufacturers or wholesalers and sells or rents them to retail stores, online outlets and e-commerce stores. They are an integral part of the chain of distribution in the consumer industry.

Global Marketing - Global marketing managers often specialize in product development or market research and communicate with international partners. They are responsible for maximizing their company's international market share and profits. Global marketing managers must be aware of global market trends and developing products that meet international demands. They also work to establish competitive and profitable pricing strategies.

Marketing Research - Marketing research analysts study market conditions to examine potential sales of a product or service. They help companies understand what products people want, who will buy them, and at what price.

Product Development - Global marketing managers often specialize in product development or market research and communicate with international partners. Global marketing managers are responsible for maximizing their firms' international market share and profits. Global marketing requires being aware of global market trends and developing products that meet international demands. Global marketing managers also work to establish competitive and profitable pricing strategies.

Promotion-Communication - Promotion coordinators are responsible for developing, creating, and implementing promotional campaigns to help spotlight a company's product or service. They work with a company's advertising, public relations, marketing, and sales departments.

Social Media-Analytics - Social media analysts are responsible for a company's online presence by integrating social media, search engine optimization techniques, and blogging into a brand's identity. They work to increase the overall exposure of a company. They also monitor emerging social media tools to see how they can be incorporated into a company's business, marketing and public relation strategies.

Major Electives

MKT2235 Business-to-Business Marketing
 MKT2245 Professional Selling and Sales Management
 MKT3330 Marketing Logistics

MKT4460 Quantitative Research Design and Analysis
 MKT4461 Qualitative Research Design and Analysis

MKT2235 Business-to-Business Marketing
 MKT2247 Advertising Management
 MKT4410 New Product Development

MKT2245 Professional Selling and Sales Management
 MKT3315 Sports and Events Marketing
 MKT3351 Public Relations
 MKT4446 Media Strategy and Metrics
 MKT4455 IMC Campaign

MKT2223 Digital and Social Media Strategy
 MKT4446 Media Strategy and Metrics

Free or Liberal Arts Electives

MGT4430 Leadership

IBS2230 International Marketing
 IBS3342 Global Business Management
 MGT4430 Leadership
 SOC3310 Intercultural Communication
 SOC4415 Global Social Change

BUS2210 Business Intelligence and Analytics
 MAT2212 Quantitative Methods

MGT4430 Leadership

BUS2210 Business Intelligence and Analytics
 BUS4420 Data-Mining for Business Analytics
 MAT2212 Quantitative Methods

Under certain circumstances the need to take developmental College Skills courses may lengthen the time required to complete the student's program, and may result in increased costs to a student.

Not all programs and courses are offered at all campuses. You may be required to take some courses at another campus or online.

For more information about Berkeley College graduation rates, the median debt of students who completed programs, and other important disclosures, please visit BerkeleyCollege.edu/gainful-employment/aas_marketing_communications_nj_statistics.htm and BerkeleyCollege.edu/gainful-employment/aas_marketing_communications_ny_statistics.htm.

Career Paths are not minors or concentrations and will not be noted on a student's transcript or diploma. Career Paths are suggested electives to fill elective credits.