

MARKETING FACULTY

Audrey Azoulay-Sadka
Visiting Assistant Professor

S. Adam Brasel
Associate Professor

Victoria L. Crittenden
Associate Professor

Henrik Hagtvedt
Assistant Professor

Katherine N. Lemon
Accenture Professor

Gergana Y. Nenkov
Assistant Professor

Ashutosh Patil
Assistant Professor

Linda C. Salisbury
Assistant Professor

Maria Sannella
Lecturer

Kathleen Seiders
Associate Professor

Gerald E. Smith
Chairperson & Associate Professor

Arch Woodside
Professor

The Marketing Concentration requires that students take a five course sequence including:

- **MK 021 Marketing Principles** (junior year) This course is a prerequisite for all other marketing courses.
- **MK 253 Marketing Research** (junior or senior year)
- **MK 256 Applied Marketing Management** (senior year)
- **Two electives of the student's choice**

Electives include:

- MK148 Services Marketing
- MK152 Consumer Behavior
- MK153 Retail/Wholesale Distrib
- MK154 Communication & Promotion
- MK157 Prof. Selling & Sales Mgmt
- MK158 Prod. Planning & Strategy
- MK161 Customer Relationship Mgmt
- MK168 International Marketing
- MK170 Entrepreneurship
- MK172 Marketing Ethics
- MK252/MI253 E-Commerce
- MK610 Sports Marketing
- MK620 Marketing Info Analytics
- MK630 Tourism & Hosp. Mgmt.
- MK/MI635 New Media Industries

Students interested in a career in marketing often take more than the minimum four courses in order to enhance career preparation.

Students are cautioned, however, against becoming too narrowly specialized.

MK 299 Individual Study is offered for enrichment purposes only. It does not count toward the Marketing Concentration, but does allow a student the opportunity to be creative with learning interests. A student must have agreement from a Marketing professor to oversee the individual study prior to signing up for the course.

From the elective offerings available, students can develop course sequences that support a variety of different possible career paths. The following combinations of marketing courses are suggested for careers in sales, retailing, product management, advertising, and marketing research. Please note that in each case three courses are offered in the sequence. This does not mean that students should necessarily take all three courses but should select two of the three depending on their interests. Students should consult with a faculty advisor in the marketing department for suggestions on other beneficial elective courses in the School of Management and the School of Arts and Sciences.

Sales: Professional Selling & Sales Management, Retail/Wholesale Distribution, Customer Relationship Management

Retailing: Retail/Wholesale Distribution, Product Planning and Strategy, Consumer Behavior

Product Management: Product Planning and Strategy, Consumer Behavior, Communication and Promotion

Advertising: Communication and Promotion, Retail/Wholesale Distribution, Product Planning and Strategy

Marketing Research: Marketing Research, Consumer Behavior, Product Planning and Strategy

CONCENTRATION IN MARKETING

The Marketing Department educates and prepares students in all aspects of the marketing function by providing the necessary knowledge, skills and tools they need to make informed strategic decisions in a rapidly changing, highly uncertain marketplace.

Marketing is a dynamic discipline that thrives on change. Customer wants and needs change, technology changes, methods of distribution change, and our society and culture changes. To be successful in marketing, one must anticipate change. One must be sensitive to new opportunities in the marketplace. With this in mind, students are encouraged to maintain a broad perspective when planning their curriculum. A strength in the sciences makes one more sensitive to technological change, writing and public speaking courses help one become a better communicator of ideas, history and literature provide one with a perspective on change in society, psychology and sociology develop insight into human behavior and so forth.

Students should also bear in mind that marketing has both quantitative and qualitative dimensions. Making new product decisions requires an understanding of marketing research, making pricing decisions requires an understanding of product costs and managerial accounting, and making retail buying decisions requires an understanding of the relationship among costs, demand and profitability. The successful manager in any discipline must be able to write effectively as well as communicate ideas and results effectively in oral presentations. The time and place to begin developing these skills is here, not on the job.

Study Abroad

Prior to going abroad, Marketing majors must have taken the Core marketing course (MK 021). Only one course from the international university can be considered for major credit. Only major electives can be taken abroad. Students should meet with Maria Sannella prior to going abroad.

Boston College Marketing Academy

The Marketing Academy is one of BC's most active organizations. It is open to all students attending BC. It is the Academy's goal to educate students about career opportunities, assist students in training for a future professional career, and to establish professional contacts in business.

<http://www.bc.edu/marketingacademy>

BOSTON COLLEGE

**CARROLL SCHOOL OF
MANAGEMENT**



**UNDERGRADUATE
MARKETING
CONCENTRATION**

MARKETING DEPARTMENT

FULTON HALL 450
617-552-0420