Prior to going abroad, marketing concentrators must have taken the core marketing course (MKTG 1021). Only one course from the international university can be considered for concentration credit. Only concentration electives can be taken abroad.

All students wishing to study abroad must first meet with an advisor from the Office of International Programs. If accepted into the study abroad program and approved by Richard Keeley, Senior Associate Dean of the Undergraduate Program, the student should then see the Marketing Study Abroad Coordinator for course approvals before going abroad. When students wish to have a course considered they should email or bring a copy of the syllabus and course description for approval.

All approvals must be obtained prior to going abroad. No approvals will be granted after the course has been completed.

**BOSTON COLLEGE MARKETING ACADEMY**

The Marketing Academy is one of Boston College’s most active organizations. It is open to all students at Boston College.

The academy’s goal is to educate students about career opportunities, assist students in training for a future professional career, and establish professional contacts in business. [http://www.bc.edu/marketingacademy](http://www.bc.edu/marketingacademy)
Marketing Concentration

Marketing is the business function responsible for setting market strategy and giving strategic direction to other business functions in a firm. It centers around understanding the wants and needs of the firm’s customers, be they consumers or other businesses, and is essential for properly positioning the company within the firm’s target markets.

Consumers are increasingly arming themselves with better information, making them more demanding, less easily persuaded, and less loyal to companies that don’t pay close attention to their needs. Competition is increasingly global and markets are maturing faster; first mover and market leader advantages can evaporate in a heartbeat.

This means that the successful company is the one that can respond to changing market demand faster than its competitors. Marketing is one of the key tools in keeping a company responsive and nimble. Marketing professionals specialize not only in understanding customer needs and motivations but they also design and implement strategies to ensure the company excels at satisfying the customer.

The marketing concentration teaches critical thinking, creative problem solving, and a mix of theory- and skill-based approaches to marketing management and decision making. Marketing represents a unique mixture of quantitative statistics and analysis with more lateral-thinking and behavioral approaches to management. Recent advances in technology, from social media to supply-chain integration, have revolutionized the way marketing is conducted. As a marketing major, you will develop skills in market analysis, creativity, and decision making by working on varied marketing projects and programs such as new product launches, pricing and distribution strategies, service innovations, sales force management, and digital marketing campaigns.

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

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 marketing research and analytics, retailing, product management, sales, advertising, and sports marketing. Students do not need to take all courses, but should select at least two courses depending on their interests. Students should consult with a faculty advisor in the marketing department for suggestions on other beneficial elective courses in the Carroll School of Management and the Morrissey College of Arts and Sciences.

BOSTON COLLEGE
CARROLL SCHOOL OF MANAGEMENT

MARKETING DEPARTMENT
FULTON 450
140 COMMONWEALTH AVENUE
CHESTNUT HILL, MASSACHUSETTS 02167
(617) 552-0420 | www.bc.edu/marketing