

MARKETING

MAJOR SKILLS GUIDE



What is this program?

Marketing is a field that focuses on consumer behavior to purchase a product or service. The study of marketing can be divided into four main categories at UTD: professional sales, digital marketing, marketing management, and marketing analytics.

Career Paths

SALES

Utilizes interpersonal skills, product knowledge, creative thinking

PUBLIC RELATIONS

Relating the company, product or client to the public. Utilizes attention to detail

Skills

HARD

- CRM software
- Salesforce.com

SOFT

- Analytical
- Communication
- Creativity
- Interpersonal
- Organized

Recruiters Tip

"A good, creative idea is nothing without proper analytics to back it up. It's important to be aware of the finances behind pushing a marketing plan."

2 EVENT PLANNING

Oversee the planning of corporate conventions, business meetings, trade shows, etc.

BUSINESS DEVELOPMENT

Encouraging revenue and cross-selling products to potential customers and clients that already exist

MARKETING ANALYST

Research and report information that helps a company increase its profits

3 CUSTOMER EXPERIENCE

Specialize in enhancing customer experience through surveys

BUSINESS COMMUNICATIONS

Managing and leadership strategies used to link the organization to the public

ACCOUNT EXECUTIVE

Assist marketing managers in putting prices on products and classifying them into different categories

Certifications



SALES CERTIFIED

Via University Sales Center Alliance



GOOGLE ADWORDS CERTIFIED

Create AdWords on Google to promote a website

Recruiters Tip

“Marketing is a broad field. Interview professionals and ask around about all the different concentrations to understand which one might best fit you.”

Projects & Courses

MKT 4380 CAPSTONE COURSE

Students are expected to make marketing decisions and compete with other teams to achieve superior performance

M.S. MARKETING – FAST TRACK

Recommended for students who wish to further their education. Must achieve a 3.4 or above cumulative GPA to begin graduate courses

Clubs & Organizations



American Marketing Association (AMA)



American Advertising Federation (AAF)



Sales Club

COURSES

MKT 3320	Product and Brand Management
MKT 3331	Digital Prospecting
MKT 4340	Consumer Behavior
MKT 4350	Advertising
MKT 4351	Business and Digital Environment
MKT 4335	Category Buying

WANT TO LEARN MORE?

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