

General Overview

Marketing excellence is the crucial foundation for every successful business, since it bears ultimate responsibility for generating profitable revenues. Marketers help the firm discover and exploit new technological and market opportunities and create strong brands and loyal customers in the ever-shifting competitive landscape.

Based on a thorough understanding of customers, competitors, and the overall business environment, marketers develop and implement strategies to achieve market and financial success for their firms. They do so by identifying the customers whose needs the firm is best positioned to meet, by offering them well-designed products and services at just the right price, making these available through the right distribution channels, and promoting their offerings through innovative, informative, and persuasive communications.

Potential Careers

- Brand Manager
- Social Media Strategist
- Data Analyst
- Account Executive
- Sales Representative
- UX Designer
- Product Manager
- Pricing Analyst
- Public Relations Spokesperson
- Market Researcher
- Customer Insights Analyst

Related Professional Organizations

Texas American Marketing Association: <http://texasama.org>

- Speaker events every Tuesday from 6-7PM, other events such as workshops, company tours and socials scattered throughout the semester
- AMA Agency Group is Texas AMA's official student-run marketing agency that allows students to gain hands-on experience in projects with startups, nonprofits, and companies around Austin who need a few extra marketing hands

Overview of Classes*

- MKT 337 - Principles of Marketing (intro class)
- MKT 460 - Information and Analysis (marketing analytics based class)
- IB 350 - International Trade
- MKT 370 - Marketing Policies (capstone class)
- 3 Marketing Electives from classes including (but not limited to):
 - Brand Management

- Consumer Behavior in a Digital World
- Creativity and Leadership
- Data Mining/Analytics
- B2B Marketing
- Strategic Product Management

*Consult the Marketing degree plan for your course catalog at

<https://my.mcombs.utexas.edu/BBA/Advising/Degree-Planning/Degree-Plans>

Related Study Abroad Programs

- International Marketing in Barcelona
 - **Pre-requisites:** MKT337 (business students) or ADV318J/MKT320F
 - **Program Duration:** Five weeks during the summer. Early June- Early July
 - **MKT 372** International Marketing and Consumer Behavior – Taught by UT faculty.
 - **2nd Credit varies-** either a marketing or management elective taught by partner school faculty
- International Management in Prague
 - **Pre-requisites:** Credit or registration for three semester hours of coursework in anthropology, psychology, or sociology. **BBA students** must have credit or registration for Math 408K or 408C; Math 408L or 408D or Declared intent to complete calculus
 - **Program Duration:** Five weeks, first summer session
 - **IB 350s or IB 320F:** International Trade and Management – Taught by UT Faculty (counts towards marketing IB requirement)
 - **MAN 336 or MAN 320F:** Organizational Behavior – Taught by VSE Faculty

Upperclassman Contact Information

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FAQ

- What is the difference between marketing and advertising? Marketing and sales?
 - Both advertising and sales are tracks within marketing that you might choose to go into but are not limited to
 - Advertising deals specifically with the promotion aspect of marketing while sales deals specifically with bringing revenue into the business. There are usually marketing teams supporting both roles that work with a broad range of other areas such as pricing, strategy, product development, procurement, etc.
- Do I need to be an extrovert to be successful in marketing?
 - Not at all! While some marketing roles (such as sales) might be customer facing there are many other roles suited towards introverts including roles in data

analytics, market research and strategy. There is no mold you need to fit to be successful in marketing since there is so much variation amongst career paths.

- What hard skills will I learn with a marketing degree?
 - Marketing majors take **multiple** analytics classes where we are taught the basics of data analytics and how to think critically and solve problems with the support of data.
 - Additionally there are various 1 hr. electives taught each semester focused on teaching a specific hard skill. Some examples include classes on data visualization (tableau) and search engine optimization (google analytics and other certifications)
 - There are also classes geared towards improving writing skills
- How creative do I need to be?
 - As creative as you want! Marketing roles vary - you could be an art director, you could be crunching numbers all day or something in between. You can tailor your career path to choose how creative you want to be and can always make changes along the way if you decide that you want to try something new.