

Marketing Major and Learning Map

Complete 16 credits or more

100 Level

200 Level

300 Level

400 Level

(0) Introduction to Management

(1) Introduction to Marketing

(2) Product Development

(2) Pricing Strategy

(2) Promotion & Sales Management

(2) Supply Chain Management

(2) Consumer Behavior

(2) Marketing Research

(2) Digital Marketing

(2) New Technologies and Future Society**

(2) Design Thinking & Innovation

(3) International Marketing

(3) Service Management

(3) International Logistics

(3) Brand Management in the Digital World

(3) Managing Digital Business Transformation

(2) Destination Marketing**

(3) Special Lecture in Marketing

(3) Major Seminar in Marketing & Management

(3.1) Major Seminar in Marketing & Management

(4) Advanced Seminar in Marketing & Management

(4.1) Undergraduate Project in Marketing & Management

(4.1) Undergraduate Thesis in Marketing & Management

Required subjects

Pre-requisite Subject in Marketing

Marketing Management Track

Digital Marketing Track

General Electives in Marketing

Seminar in MM Track

** This subject is cross listing with the other college

Marketing Opportunities

The knowledge and skills that students acquire from marketing major are highly portable across disciplines and variety of career opportunities, these include but not limited to:

- Marketing managers
- Account executives
- Business strategists
- Advertising/Promotion managers
- Marketing communications specialists/Promotions coordinators
- Brand managers
- Product managers
- Market researchers/Market analysts
- Digital marketing analysts/specialist
- eCommerce managers
- Social media coordinator
- Public relations representative
- Sales representatives

