

# Focus Areas

- **Brand Management** (select 3)
  - **Mktg 497 Brand Mgmt**, Mktg 327, Mktg 422, Mktg 437, Mktg 445, Mktg 497 Digital Mktg
- **Consultative Selling** (select 3)
  - **Mktg 428**, Mktg 410, Mktg 426, Mktg 440, Mktg 497 Mktg Analytics
- **Digital Marketing** (select 3)
  - **Mktg 497 Digital Mktg**, Mktg 327, Mktg 422, Mktg 437, Mktg 445, Mktg 497 Brand Mgmt
- **Marketing Analytics** (select 3)
  - **Mktg 497 Mktg Analytics**, Mktg 426, Mktg 497 Digital Mktg
- **Retailing and Merchandise Management** (select 3)
  - **Mktg 327**, Mktg 422, Mktg 437, Mktg 440, Mktg 497 Brand Mgmt, Mktg 497 Digital Mktg
  - Students are also encouraged to take the Supply Chain two-piece
- **Sports Marketing** (select 3)
  - **Mktg 443**, Mktg 410, Mktg 428, Mktg 497 Sports Business
- Students may also select a **General Marketing** track, in which they choose any combination of courses desired.

Note: Core course within each focus area is shown in red. Make sure you set up an appointment with your Faculty Advisor if you need advice on focus areas or have course questions. You are also encouraged to go online to get a copy of the Marketing Career packet (<http://ugstudents.smeal.psu.edu/academics-advising/information-on-smeal-majors/marketing>).

# Focus areas and associated courses

	327 Ret1	410 PSell	422 Adv	426 B2B	428 Sales	437 Ret2	440 Serv	443 SpM	445 Glob	497 Sports Bus	497 Brnd Man	497 Dig Mktg	497 Mktg Ana	Career Path
General Marketing	S	S	S	S	S	S	S	S	S	S	S	S	S	
Brand Management	S		S			S			S		C	S		Brand Manager Product Marketing Manager
Consultative Selling		S		S	C		S						S	Key Account Manager Sales Director
Digital Marketing	S		S			S			S		S	C		Social Media Manager Digital Marketing Director
Marketing Analytics				S								S	C	Research Director Digital Analyst
Retail and Merchandise Management	C		S			S	S				S	S		Merchandise Buyer Regional Store Manager
Sports Marketing		S			S			C		S				General Manager - Ticket Sales Corporate Director of Sports Sponsorships

Note: C - Core course within each focus area. S - Suggested courses within each focus area are simply recommendations. Students do not have to pick a focus area and can choose three Marketing electives that fit their career interests.