Contact your advisor for more information: Hannah Cole, hcole@mays.tamu.edu

### Core Marketing Courses Required
- MKTG 322 Consumer Behavior
- MKTG 323 Marketing Research
- MKTG 404 Advanced Excel
- MKTG 448 Marketing Strategy
- + 6 hours of marketing electives

### Student Organizations
- Aggie Advertising Club
  Lisa Troy - Wehner 220 W
- American Marketing Association
  Akshaya Sreenivasan- Wehner 220 L
- Pi Sigma Epsilon
  Andrew Loring - Wehner 242 C
- Student Retailing Association
  Lauren Osborne - Wehner 201 D

### High Impact Learning Opportunities
- Professional Distinction Programs
- Study Abroad - MKTG 402 & 403
- MKTG 484 Marketing Internship
- MKTG 485 Directed Studies

### Recommended Minors
- Art
- Communications
- Economics
- Psychology

### Marketing Career Tracks
#### Advertising Strategy
- MKTG 345 Social Media and Public Relations
- MKTG 347 Advertising and Creative Marketing
- MKTG 445 Account Planning and Research
- MKTG 447 Advanced Advertising Case Competition

  - **Starting salary:** $30-$35,000
  - **Five years out:** $50-$60,000

  **Jobs:**
  - Account Services
  - Account Planning
  - Digital & Social Media
  - Public Relations

#### Analytics and Consulting
- MKTG 430 Marketing Consulting
- MKTG 431 Marketing Analytics
- MKTG 432 Corporate Social Responsibility

  - **Starting salary:** $70,000+
  - **Five years out:** $80-$100,000

  **Jobs:**
  - Data Analyst
  - Analytics Manager
  - Business Consultant
  - Marketing Consultant

#### Professional Selling and Sales Management
- MKTG 335 Professional Selling
- MKTG 336 Managing B2B Relationships
- MKTG 435 Advanced Selling
- MKTG 436 Sales Leadership

  - **Starting salary:** $50-$60,000
  - **Five years out:** $80-$100,000

  **Jobs:**
  - Account Representative
  - Account Manager
  - Sales Manager
  - Sales Representative

#### Retail Buying and Management
- MKTG 325 Retailing Concepts and Policies
- MKTG 326 Strategic Retailing
- MKTG 425 Retail Merchandising
- MKTG 426 Advanced Retail Case Competition

  - **Starting salary:** $45-$65,000
  - **Five years out:** $65-$125,000

  **Jobs:**
  - Assistant Buyer/Merchant
  - Store Manager/Exec Trainee
  - Planning Analyst
  - Visual Merchandiser

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