

**Marketing**

# Marketing Major

## Undergraduate Program in New Brunswick



## The Field

Marketing is the management process through which goods and services move from concept to the customer. Whether it is communicating offline or online, marketing is an integral part of business. Career opportunities in marketing are quite extensive and diversified. Many marketing positions give a considerable

amount of discretion to people early in their careers. A marketing career is excellent preparation for a path to top management positions which are responsible for creating and guiding the messaging in all types of organizations.

Marketing offers career opportunities for people with varying educational backgrounds. A bachelor's degree is generally required for most management training positions in marketing, sales, public relations and advertising. A master of business administration degree is increasingly necessary for marketing research, marketing consulting, brand management, senior management and industrial sales positions. Frequently, marketing consultants, marketing research directors, and marketing professors have earned Ph.D. degrees in marketing or related subjects.

The Marketing major provides students the opportunity to develop skills that enable them to function in different marketing roles while working closely and effectively with other business functions. With courses ranging from traditional marketing analytics and research to the new rules of digital marketing and consumer behavior, students leave the program with a solid foundation in marketing.

## Key Facts

- Rutgers Business School offers marketing case competitions
- Advertising, marketing, promotions, public relations, and sales managers work in offices close to those of top managers
- 80% of advertising, marketing, promotions, public relations, and sales managers work 40 hours or more a week
- Industry-connected professors help RBS students access exciting jobs at global marketing agencies on Madison Avenue, startup companies, and across industries in New York, Philadelphia and tri-state area

# Career Paths

Marketing students are prepared for positions such as copywriters, media directors, account executives, marketing researchers, product development managers, public relations managers and more. They land jobs in some of the biggest marketing agencies in the world, and in large corporations that have in-house marketing departments. They work with sales departments, creative, and even IT when working in online marketing. From creative advertising work to quantitative market research, marketing majors help a manage a brand and sell products and services. A marketing background can also train a person to operate his or her own business.

Rutgers Business School students graduate from the marketing program with a strong business foundation and are well prepared to enter the job market.

## Sample Occupations

- Advertising Account Executive
- Development Officer
- Insurance Agent Promotion
- Market Research Analyst
- Media Planner
- Public Relations Director

## Compensation

According to the Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2019 Edition, bachelor's degree candidates in marketing received offers with a median salary of \$63,790.

# How to Apply

- [Learn more about the admissions process \(/undergraduate-new-brunswick/admissions\)](#)
- [\(PDF\) Marketing Major factsheet \(/sites/default/files/documents/factsheet-undergraduate-new-brunswick-marketing-major.pdf\)](#)

## Curriculum

### RBS Core Courses

#### Required Courses

##### REQUIRED MARKETING COURSES

Course	Credits	Notes and Prerequisites
33:630:385 Marketing Research	3	pre-reqs: 33:136:385 & 33:630:301
33:630:374 Consumer Behavior	3	pre-req: 33:630:301
33:630:452 Marketing Strategy and Decision Making	3	pre-req: 33:630:385; senior year only
Marketing elective	3	

**REQUIRED MARKETING COURSES**

Marketing elective	3
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Credit Total	21

**Elective Courses**

<b>Course</b>	<b>Credits</b>	<b>Notes and Prerequisites</b>
33:630:482 Advertising Strategy	3	pre-req: 33:630:363
33:630:498 Brand Management	3	pre-reqs: 33:630:301 or 29:630:301
33:630:370 Business-to-Business Marketing	3	pre-reqs: 33:630:301 or 29:630:301
33:630:497 Digital Marketing	3	pre-reqs: 33:630:301 or 29:630:301
33:630:487 Independent Study in Marketing	3	pre-reqs: 33:630:301 or 29:630:301
33:630:371 International Marketing	3	pre-reqs: 33:630:301 or 29:630:301

33:630:363 Introduction to Advertising	3	pre-reqs: 33:630:301 or 29:630:301
33:630:489 Special Topic: Marketing Analytics	3	pre-req: 33:630:385
33:630:428 Marketing and Society	3	pre-reqs: 33:630:301 or 29:630:301
33:630:499 Marketing Consulting for Small Business	3	pre-reqs: 33:630:301 or 29:630:301

## Marketing Major Special Notes

- Starting in Summer 2024, 33:390:310 Financial Management for Finance majors will not be offered. All RBS students will take 33:390:300 Financial Management regardless of major. A grade of B or higher will be required in 33:390:300 to declare the finance major or finance concentration and to take any additional courses in the finance department.
- If you major in Accounting as your first, second or third major, you are required to take 33:010:458 Accounting Information System and 33:140:320 Business Law I. You will not earn credit for taking 33:136:370 Management Information System. You can earn credit towards graduation if you take 33:522:334 Business Ethics but it will not fulfill a major requirement.
- Students with more than one Business School major may only double count **one** RBS course between those majors.

- **Marketing Curriculum Guidesheet**  
(<https://myrbs.business.rutgers.edu/sites/default/files/uploads/ugnb-students/info-sheet-marketing.pdf>).

- **Course Descriptions/Syllabus Directory**  
**(<https://myrbs.business.rutgers.edu/syllabi>)**
- **Marketing Department** (**<https://www.business.rutgers.edu/faculty-research/marketing>**).

