

# MARKETING



If you wonder how **COMPANIES** entice buyers to try their products, or how nonprofit organizations **MARKET** their services, or how goods flow from the manufacturer to the end **USER**, then a marketing degree from the College of Business will help you **CHANNEL** these interests into a rewarding career. You'll learn how to influence buyer **BEHAVIOR**, analyze markets, develop marketing strategies, create marketing plans and even how to market your most valuable asset – **YOU**.

[BUSINESS.FIU.EDU/LANDON](https://business.fiu.edu/landon)

# CHOOSE FIU BUSINESS

## BUSINESS CORE COURSES

<b>BUL 4310</b>	Legal Environment of Business
<b>FIN 3403</b>	Financial Management
<b>ISM 3011</b>	Information Systems Management
<b>MAN 3025</b>	Organization and Management
<b>MAN 4720</b>	Strategic Management
<b>MAR 3023</b>	Introduction to Marketing
<b>QMB 3200</b>	Business Statistics and Analysis I
<b>QMB 4680</b>	Business Statistics and Analysis II

## PROFESSIONAL DEVELOPMENT

<b>COM 3112</b>	Speech and Writing for Business Communication (2 credits)
<b>GEB 3003</b>	Career Management (1 credit)

## MAJOR COURSES

<b>MAR 4354</b>	Marketing Yourself in Today's Competitive Job Market
<b>MAR 4400</b>	Personal Selling
<b>MAR 4503</b>	Consumer Behavior
<b>MAR 4613</b>	Marketing Research I
<b>MAR 4804</b>	Marketing Strategy
<b>Two Marketing Electives</b>	

### CAREER FIELDS

Account Executive  
Brand Manager  
Buyer, Retail Store  
Copywriter  
Market Research Analyst  
Marketing/Sales Manager  
Media Analyst  
Product Manager

### EMPLOYERS

Advertising Agencies  
Colleges/Universities  
Consulting Firms  
Government Agencies  
Hospitals  
Marketing Research Firms  
Nonprofit Organizations  
Pharmaceutical Companies  
Retailers

**BUSINESS.FIU.EDU/LANDON**