

CHOOSE FIU BUSINESS

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**.



MARKETING

business.fiu.edu/landon

MARKETING

BUSINESS CORE COURSES

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



PROFESSIONAL DEVELOPMENT

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

MAJOR COURSES

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



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