



Marketing is about strategy and the ability to distribute ideas, goods and services to satisfy the needs of the public. Through the Mike Ilitch School of Business, students learn the process of pricing, product planning, distribution and promotion to meet the goals of any given organization. Career opportunities in marketing include, but are not limited to advertising, public relations, product planning, sales, research and marketing management.

MAJOR CLASSES

Advertising/marketing communications specialization

- MKT 5410**Marketing Research and Analysis
- MKT 5450**Consumer Behavior
- MKT 5490**Principles of Advertising
- MKT 6996**Strategic Marketing

Plus two of the following:

- MKT 5460**Sales Management
- MKT 5500**Advertising Copy
- MKT 5510**Advertising Media Planning
- MKT 5520**Public Relations of Business
- MKT 5850**Integrated Marketing Communications Strategy

Marketing management specialization

- MKT 5410**Marketing Research and Analysis
- MKT 5450**Consumer Behavior
- MKT 6996**Strategic Marketing

Plus three elective courses from a departmental list

CAMPUS OPTIONS

As a marketing major, you can complete your major requirements at WSU's campus in Detroit or at any satellite campus offering the required classes.

CAREER TITLES

Marketing career titles can include:

- Account manager
- Advertising manager
- Brand manager
- Copywriter
- Marketing director
- Market research director
- Merchandising director
- Marketing manager
- Public relations manager
- Pricing manager
- Sales manager

STARTING YOUR CAREER

Marketing continues to be an essential organizational component. Graduates of the major can expect the field to grow as businesses strive to increase their market share through research and traditional marketing channels as well as through the continued growth of social media. Those with internship experience will be in higher demand.

Mean starting salary for marketing majors in the Midwest.....\$51,318*

**National Association of Colleges and Employers Winter 2018 Salary Survey*

Students should speak to an Ilitch School Career Planning and Placement advisor for job-specific salary information.

STUDENT NETWORKING

Our student organizations offer great opportunities to develop new friendships and begin to network for your career. Visit ilitchbusiness.wayne.edu/orgs for more information.

APPLY TODAY

As you consider your future, you're bound to have questions. For academic counseling, an application and admission consideration, contact:

**Mike Ilitch School of Business
at Wayne State University**
Frederick Hessler Student Success Center
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