You thrive on new ideas, products and services. Your idea of a great career includes figuring out what customers want before they do and presenting it in the marketplace creatively and effectively. If you are a creative conceptual thinker, possess excellent communication skills, embrace deadlines and like to work in a people-oriented environment, then you should consider becoming a marketing professional.

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

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.

National annual median salaries for EXPERIENCED professionals**
Advertising sales agent .................................................$47,890
Marketing manager ......................................................$127,130
Market research analyst ..............................................$61,290
Public relations specialist ............................................$55,680


**My Next Move is developed and maintained by the National Center for O*NET Development, under the sponsorship of the U.S. Department of Labor/ Employment and Training Administration (USDOL/ETA) through a grant to the North Carolina Department of Commerce. mynextmove.org

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

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

STUDENT NETWORKING

Our student organizations offer great opportunities to develop new friendships and begin to network for your career. Visit ilitchbusiness.wayne.edu 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
Office of Undergraduate Student Services
5201 Cass Avenue, 200 Prentis Building
Detroit, MI 48202
313-577-4505 or 800-910-EARN
businessinfo@wayne.edu

CAMPUS OPTIONS

As a marketing major, you can complete your major requirements at WSU’s main campus in Midtown Detroit or at any WSU extension center offering the required classes.