



The Marketing Major

at the Darla Moore School of Business

Marketing is a good fit for students who:

- Enjoy strategic thinking and problem-solving
 - Are skilled at insights and data-driven decision-making
 - Have strong interpersonal and communication skills
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Potential career pathways include:

- Market research
- Business analytics
- Brand and product management
- Marketing communications
- Digital and social media marketing
- Sales management and personal selling
- Retail management
- Entrepreneurship
- Consulting

Marketing has become one of the most diverse and challenging roles inside any enterprise. Marketers are often the key stakeholders in driving performance, both in sales and profits. The marketing major explores the development, pricing, distribution and promotion of products, services and ideas. Companies are often looking for marketing specialists, and the Moore School is refining its courses to meet the needs of the marketplace in three key areas: market research and business analytics, marketing strategy and go-to-market strategy, and sales leadership and business development. Course work in marketing explores the economic, cultural, demographic and social factors that influence demand for products and services.

Companies that have recently hired Moore School marketing majors include **Google, Coca-Cola, TD Bank, Vanguard, Integration Point, Ingersoll Rand, Belden, Belk, Neiman Marcus, Textron Specialized Vehicles** and **Walt Disney**.

According to a recent USC Career Center survey, the average starting salary for Moore School marketing graduates is **\$46,968**.

Major Requirements:

Students select either the traditional marketing major, which requires 12 or 15 hours* of marketing course work, or the intensive major, in which they take 3-12 additional hours of marketing courses.

All students complete nine hours of core marketing course work:

- **MKTG 351:** Consumer Behavior
- **MKTG 352:** Principles of Marketing Research
- **MKTG 465:** Marketing Strategy and Planning

Students then typically select two to four electives from:

- **IBUS 402:** International Marketing
- **MKTG 446:** Sales Automation and Customer Management
- **MKTG 451:** Topics in Marketing

- **MKTG 454:** Business-to-Business Marketing
- **MKTG 455:** Marketing Communications
- **MKTG 457:** Personal Selling and Sales Management
- **MKTG 458:** Creative Strategy in Advertising
- **MKTG 459:** Marketing Channels and Distribution
- **MKTG 460:** Product Management
- **MKTG 461:** Retailing Management

All marketing majors also select a minor or an approved area of directed study.

Note that these are the 2017-18 major requirements and are subject to change as the school regularly updates its curriculum in response to the evolving needs of the business community.

* The major course credit requirement for classes starting Fall 2017 and after will be 15 credit hours.



Marketing Business Analytics Concentration

Students may add the marketing business analytics concentration to their degree. This concentration requires four additional analytics courses, which are specified by the marketing department.

Marketing students have opportunities to gain hands-on experience through the Moore School's Center for Marketing Solutions, which provides results from student-led marketing projects that support an extensive list of corporate partners. Select undergraduate students are assigned meaningful roles in these research projects and emerge from the program with significant real-world experience.

Marketing faculty at the Moore School are widely recognized for their expertise in key subjects such as consumer behavior, marketing strategy, research methods, behavioral pricing and marketing communications.

Marketing Beyond the Classroom

Extracurricular areas to enhance your marketing degree include:

- **Community Service** — Some marketing courses (MKTG 453, MKTG 455, MKTG 465) include community service components in the curriculum
- **Diversity and Social Advocacy** — Sustainable Carolina, Diversity and Inclusion Council
- **Global Learning** — Some marketing courses (MKTG 350, MKTG 451) include global learning components in the curriculum
- **Peer Leadership** — American Marketing Association, Consulting Club, Business Analytics Club, Moore School Student Ambassadors, Beta Gamma Sigma, Alpha Kappa Psi
- **Professional Practice** — Beta Alpha Psi, Global Business Council, AMA, Consulting Club, Market Research Scholars (MKTG 453), Business Analytics Club, Alpha Kappa Psi
- **Research** — Market Research Scholars (MKTG 453)

Work in many of these extracurricular areas can contribute to one or more of the paths to Graduation with Leadership Distinction. Find out more at http://sc.edu/about/initiatives/usc_connect

Marketing Spotlight: American Marketing Association

Joining a professional organization as an undergraduate is a great way to learn more about the profession and to network with both current and future leaders in the field. As the largest professional association for marketers in the United States, the American Marketing Association boasts more than 30,000 members across 76 professional and 250 collegiate chapters. The Moore School's chapter is particularly active, hosting monthly meetings that feature guest speakers, real-world projects and more. Members also have the opportunity to attend conferences, seminars and webinars; take part in marketing competitions; and strengthen their leadership skills by serving as one of the chapter's 12 officers.

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