

Strategic Insights & Analytics Specialty*

	Entry Level Jobs						
	Brand & Product Manager	Consultant	Marketing/ Brand Analyst	Retail/ Allocation Analyst	Marketing Strategist	Marketing Communications Specialist	Sports Marketing Associate & Sponsorships
Skill Building Courses							
Pick 2							
437 Advanced Retailing				X	X		
472 Strategic Brand Management	X	X	X		X	X	X
474 Marketing Analytics	X	X	X	X	X	X	X
449 Sports Bus. Marketing Strategy					X		X
497 Prime Practicum	X	X	X	X	X	X	
Industry-Relevant Courses							
Pick 1							
422 Advertising & Promo	Pick 1 course based on industry of interest						
442 Sustainable Behavior							
443 Sports Marketing							
445 Global Marketing							
473 Digital Marketing							

Courses

*Students may also choose the General Marketing track (no specialty)

Class is tailored to that specific career path