

# Marketing

## Undergraduate Concentration



Marketing encompasses a wide range of activities that all share a common objective: meeting customer needs successfully and profitably.

Many businesses struggle with important marketing questions, such as “What customers should I be targeting with my product?”, “How (and where) can I reach those customers most effectively?”, “What price should I charge?”, or “How can I be sure that my customers are satisfied?”

Students with a marketing concentration learn how to answer these kinds of questions, based on both fundamental knowledge of marketing principles and extensive experience applying those principles, inside and outside of the classroom.

## Concentration Requirements

- ▶ Start with MGT 3300
- ▶ Take 18 credit hours of Concentration Electives
- ▶ Concentration Elective options and additional information can be found on our website

## Why Choose this Concentration?

A unique emphasis of our Marketing concentration is the application of technology and analytical tools to marketing practice. As a result, the marketing concentration prepares students to thrive in today’s marketing landscape by providing them with knowledge that is both timely and timeless.

**Get Involved!**

**Join the Georgia Tech  
Marketing Association (GTMA)**



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# Career Outcomes

## What Can I Do With this Concentration?

Marketing is unique among business disciplines in its complementary blend of “art and science.” Successful marketing requires creativity and insight to design, communicate, and deliver value in a way that customers perceive to be unique and compelling. This also requires well-developed reasoning and analytical skills to identify specific needs in the marketplace and optimize the strategies used to address them. This breadth of focus makes the marketing concentration appropriate for students with a wide range of interests, and it is reflected in the diverse range of careers available to our graduates.

## Career Trends

- Marketing Coordinator
- Product Manager
- Brand Advocate Analyst
- Research Analyst
- Inventory Planning Analyst
- Assistant Brand Marketing Manager
- Project Marketing Specialist
- Digital Marketing Specialist
- Consumer Strategy Analyst
- Consulting Digital Analyst
- Marketing Leadership Program
- User Experience Design

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EY

THE HOME DEPOT

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DELTA

NCR

**\$61,571** Average Starting Salary &  
**\$7,500** Average Signing Bonus\*

\*All information from 2019-2021 Scheller Alumni survey responses

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