

THE FIELD

Marketing is a primary gateway and discipline to leadership positions in organizations and is central to the success of the greatest companies and brands in the world, such as Apple, Amazon, American Express, Cleveland Clinic, Coca-Cola, Colgate, ESPN, Gillette, Harley-Davidson, IKEA, Johnson & Johnson, Louis Vuitton, Mayo Clinic, Nike, P&G, Starbucks, Toyota, Visa, and many more. At the heart of marketing is creating and facilitating exchanges of value that satisfy the needs of consumers, organizations, communities, and other important stakeholders/entities, both now and in the future. Marketing is ubiquitous and a part of all types of organizations: for-profit, nonprofit, government, large, small, consumer packaged goods, industrial goods, information, internet and high technology, retail, advertising and communications, health care, leisure and hospitality, entertainment, sports, manufacturing, and more. Wherever there are customers, needs for solutions, and products, there is marketing!

There is no minor available in marketing.

THE MAJOR

The Isenberg marketing experience is designed for guiding and enabling students to gain expertise in marketing, to thrive professionally, and to inspire students' minds, bodies, and souls to lead and dominate the world in marketing thought, innovation, and contribution. We offer an innovative curriculum with a wealth of experiential, hands-on experiences that effectively prepares students for success in an increasingly complex, high-tech, fast-paced, and disruptive world.

Marketing coursework for satisfying the marketing major is flexible and enables customization and focus, as desired:

- Marketing research
- Three upper-level (400 or higher) marketing electives, such as consumer behavior, retailing, advertising, internet marketing, social media, customer relationship management, product strategy, services marketing, sustainability marketing, marketing consulting project, international marketing, small-business marketing, and more
- Two upper-level (300 or higher) Isenberg electives from all business disciplines, including marketing. These courses allow flexibility and customization in building the academic portfolio. However, the more marketing courses a student takes, the more competitive that student will be for professional marketing positions.

HONORS

Students may pursue honors opportunities with Commonwealth Honors College (413-545-2483, info@honors.umass.edu).

STUDY ABROAD

Students are encouraged to study abroad if it supports their academic and career goals. Students should contact the International Programs Office (413-545-5247, umass.edu/ipo) and work closely with their academic advisor to choose the appropriate courses in preparation.

The Isenberg School offers several unique, short-term study abroad options that combine class time at UMass with a study abroad experience led by Isenberg faculty. Recent trip destinations have been to Italy, the Czech Republic, Hungary, South Africa, Ireland, India, the United Kingdom, France, and beyond.

FACULTY

Isenberg's marketing faculty are world-class scholars and enjoy developing meaningful and long-lasting relationships with students. The faculty have earned national and international awards, honors, and recognition, and they have academic training from elite institutions, as well as professional experience with Fortune 500 organizations.

CAREER OPPORTUNITIES

The Office of Career Success is dedicated to helping students explore career paths and find opportunities that allow them to grow and succeed as young professionals. We encourage students to pursue internships and other field-based experiences as part of the learning process. Our career coaches and faculty work with students 1:1 and in classes to help them navigate this important time in life and make career decisions that yield a future of meaning and satisfaction.

The Isenberg marketing curriculum is flexible and prepares students for a broad variety of areas and career paths, such as:

- Internet/digital marketing
- Social media
- Retailing
- Advertising and promotion
- Relationship marketing
- Marketing research
- Marketing analytics
- Public policy marketing
- Nonprofit and cause marketing
- Product management
- New product development
- Customer experience
- Text mining
- Consumer insights
- International marketing
- Business-to-business marketing
- Small-business marketing
- Sports marketing
- Entertainment marketing
- Healthcare marketing
- Professional sales
- And more!

ISENBERG SCHOOL OF MANAGEMENT

Isenberg is committed to introducing its students to the education, experiences, and executives that will make them effective leaders, dynamic team players and change agents in the diverse world of business. Isenberg's unique culture sparks community and collaboration, and its entrepreneurial spirit encourages creativity in tackling today's biggest challenges to prepare its students for future positions of responsibility. Students may pursue an education in a variety of business disciplines represented by majors in seven departments and two degree programs. The program is directed toward the broad aspects of business, encouraging high standards of ethical conduct, social responsibilities, and the development of competence in particular courses of the student's own interests, aptitude, and choice.

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