

### Department Chair

Dr. Tom Gruen  
(603)862-3360/PAUL 370A (office)  
Tom.gruen@unh.edu

### Option Coordinator

Audrey Ashton-Savage  
(603)862-3358/PAUL 255G (office)  
Audrey.ashton-savage@unh.edu

---

The Marketing option focuses on how to develop, establish, and maintain products and services of high value for customers as well as how to deliver and communicate to customers. The option addresses key linkages critical to effective customer and product management, from understanding customer needs and problems to delivering appropriate solutions and services. It further examines decision choices facing managers concerning market selection, entry timing, positional advantage to be pursued, targeting and executional approaches. The option emphasizes digital marketing and analytics across its courses.

#### Transferable Skills

- Leadership/Teamwork Skills
- Communication Skills
- Problem Solving
- Creative and Design Thinking
- Critical Thinking
- Strategic Planning
- Presentation Skills

#### Career Areas/Job Titles

- Digital Marketer
- Sales Professional
- Market Analyst
- Market Research
- Advertising & Promotions
- Brand Manager
- Buyer

## Tips for Researching a Marketing Career

- Shadow a professional for a day.
- Attend Career Fair and talk to recruiters in the field.
- Talk with Paul College Career Counselor.
- Talk to Paul College Marketing faculty.
- Get involved with a club/organization, such as the MAC and/or the Sales Club.
- Get an internship.
- Network!

## Study Abroad Opportunities

---

Students are encouraged to study abroad during their time at UNH to better prepare them for a career in a globalized industry. Exploring marketing through different cultural frameworks enhances adaptability and introduces new perspectives on business operations and strategies.

Through a variety of opportunities, students are able to participate in a semester or short-term abroad experience without losing time towards graduation. In addition to semester long study abroad programs, the Marketing Department offers a unique short-term study abroad in the Dominican Republic as a 4-credit J-term course. The Marketing department strongly recommends meeting with academic counselors early to plan out your abroad semester and discuss course sequencing. All courses must be evaluated and approved prior to studying abroad.

# Marketing Option Requirements

	Course	Course Title	Prerequisites
<b>REQUIRED</b>	MKTG 752	Marketing Research	ADMN 585*
	MKTG 753	Consumer Buyer/Behavior ( <i>writing intensive</i> )	ADMN 585
	MKTG 762	Marketing Workshop ( <i>writing intensive</i> )	Senior Standing; at least <b>TWO</b> of the following: MKTG 752, MKTG 753, MKTG 763
	MKTG 763	Marketing Analytics	ADMN 585; pre or co-req. ADMN 580
<b>CHOOSE TWO</b>	MKTG 750	Marketing Strategy	ADMN 585; MKTG 752 and/or MKTG 753 highly recommended
	MKTG 759	Business of Sales	ADMN 585
	MKTG 757	Integrated Marketing Communication	ADMN 585
	MKTG 760	International Marketing	ADMN 585
	MKTG 764	New Product Development	ADMN 585
	MKTG 765	Applications of Digital Marketing	ADMN 585
	MKTG 798	Topics in Marketing (topics vary)	Vary depending on topic

For more information about the courses listed above, please visit the UNH online catalog (<https://www.unh.edu/undergrad-catalog/choosecatalog.cfm>).

\*Note: ADMN 585, Principles of Marketing, is a required course for all Paul College majors.

## Get Involved

### UNH Organizations:

- **UNH Marketing and Advertising Club:** The UNH Marketing and Advertising Club (MAC) enables members to obtain hands-on learning experience through innovative and ongoing projects that challenge them in groups that are representative of the professional world.
- **UNH Sales Club:** This organization provides students at the University of New Hampshire the opportunity to further explore potential careers in sales and to network with fellow undergraduates and alumni.

### Professional Organizations:

- **American Marketing Association** – <http://www.marketingpower.com>
- **eMarketing Association** – <http://www.emarketingassociation.com>
- **Business Marketing Association** – <http://www.marketing.org>