

Advanced Marketing

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The Advanced Marketing Track builds on the basic Marketing Strategy Track. It provides additional depth in Marketing coursework and prepares the student to function in a broad range of marketing/business environments.

An Advanced Marketing Certificate will be awarded to those who complete the Marketing Strategy Track, complete six hours of additional coursework beyond those taken for the Marketing Strategy Track, which may include an Internship, Independent Study, or Directed Research. Full time and International students with limited real world experience are encouraged to do an internship. Students employed full time in a career path they desire to enhance or change are encouraged to do an applied internal project at their work. The goal of both the internship and the internal project is to give the student entrée to higher levels of marketing management.

One or two courses in the Advanced Track can be selected from courses offered in the Marketing Strategy Track. These include:

- Logistics
- Supply Chain Management
- Promotion Management
- Brand Management
- Consumer Behavior
- Sustainable Marketing
- Research for Marketing Managers
- International Marketing

In addition there may be special topics courses offered periodically in the Marketing area, such as:

- Product Development
- Advanced Logistics
- Sales Management

A second course taken for the track can be selected from:

1. MAR 6907 Independent Study

A study undertaken with a faculty member that involves the study of marketing in a wide variety of settings. This would include an internship with a firm with which the student is not employed. A contract between the faculty and the student is required.

Dr. Solomon coordinates this class.

2. MAR 6916 Directed Research

A study that utilizes quantitative and or qualitative data collection and analysis in an applied setting. The student would undertake the study under the direction of a graduate faculty member. A contract between the faculty and the student is required.

Dr. Solomon coordinates this class.

Track offered at the Tampa Campus.