
Marketing and Retail

Marketing professionals work with a product that has specific features and benefits, create pricing and promotional strategies and manage the process to get the product in the market. Market researchers collect and analyze market information, identify market trends and market segmentation. Researchers do this through the use of quantitative data, statistical analysis packages, survey, focus groups and product testing. A survey researcher's key responsibility is to design and conduct surveys used by the market researchers. Survey researchers often work with economics, statisticians, and market research analysts to design these surveys. As a brand manager you would be involved in almost all aspects of a specific brand within a company, from strategy development to budget allocation to sales projections.

Retail professionals work in a company corporate office as an analyst responsible for inventory levels of a particular type of product or work as a store manager in the retail store itself. The retail industry also offers careers in marketing strategy, merchandising, e-commerce, product management, buying, product development, loss prevention, logistics, distribution, and digital operations.

Recommended Courses (P = Prerequisite)

Advanced Electives in the major in order of relevance

- Econ 458 *Industrial Structure and Competitive Strategy* (P: Econ 301)
- Econ 521 *Game Theory and Economic Analysis* (P: Econ 301, **Math 222**)

Applied Fields in the major

- Econ 300 *Introduction to Finance*
- Econ 320 *Investment Theory*
- Econ 330 *Money and Banking*

Suggested Courses Outside of the Department of Economics

- Cnsr Sci 250 *Retail Leadership Symposium*
 - Marketing 300 *Marketing Management*
 - Marketing 305 *Consumer Behavior*
 - Marketing 310 *Marketing Research*
 - Marketing 420 *Global Marketing Strategy*
 - Marketing 460 *Marketing Strategy*
- *Also consider a major Marketing*

Student Organizations

- [Economic Student Association](#)
- [Student Retail Association](#)
- [Badger Social Media Marketing](#)

Gain Technical Skills (FREE FOR STUDENTS!)

- [DoIT Software Training for Students](#)
- [SSCC Training Classes](#)

Job and Internship Search

- [BuckyNet](#)
- [Big Shoes Network](http://www.bigshoesnetwork.com/)<http://www.bigshoesnetwork.com/>

Sample Job Titles

- Brand Assistant
- Marketing Assistant
- Survey Researcher
- Consumer Business Analyst
- Marketing Analyst
- Sales Representative
- Junior Analyst
- Research Assistant
- Account Representative
- Merchandise Analyst
- Assistant Buyer
- Store Manager

Additional Resources

- [Center for Retailing Excellence](#)
- [National Retail Federation](#)
- [American Marketing Association](#)
- [Market Research Association](#)
- [Business Marketing Association](#)
- Vault Career Guides (access through Career Insider on BuckyNet homepage)