Marketing

Chairperson: Dr. Yawei Wang

Marketing as a discipline involves itself with analyzing markets for different goods and services by studying consumer and industrial needs, competitors, retailers, suppliers, media, regulators, and other stakeholders in a constantly changing environment. Marketing managers then take this information and reflect it in an appropriate marketing strategy that is congruent with those needs.

The department offers a Bachelor of Science degree in Business Administration with four concentration options:

- Marketing,
- Retail Merchandising and Management,
- Sports, Events, and Tourism Marketing, and
- International Business.

Students should consult with the Academic Advisor of the Feliciano School of Business regarding admission standards for first-year, internal and external transfer students. All four concentrations provide students with knowledge of both the theoretical and practical aspects of their field of study.

The Marketing concentration offers courses in consumer behavior, advertising, sales, retailing, marketing research, marketing strategy, marketing analytics, etc. designed to prepare students for entry and advancement in a wide variety of marketing positions.

The International Business concentration helps students to gain the skills and knowledge they need to serve customers and conduct business in a range of global markets. The department’s two other concentrations are intended for students with a specific industry focus.

The Retail Merchandising and Management concentration is designed for students who have a strong interest in store management and/or merchandising.

The Sports, Events and Tourism concentration prepares students for management and marketing positions in the fast paced and growing sports, events, and tourism sector.

Students may combine any two of the concentrations without extra course work to better serve their career goals.

Undergraduate

- Business Administration Major, Marketing Concentration (B.S.) (http://catalog.montclair.edu/programs/business-administration-marketing-bs)
- Business Administration Major, Retail Merchandising and Management Concentration (B.S.) (http://catalog.montclair.edu/programs/business-administration-retail-merchandising-management-bs)
- Business Administration Major, Sports, Events and Tourism Marketing Concentration (B.S.) (http://catalog.montclair.edu/programs/business-administration-sports-events-tourism-marketing-bs)

Graduate

- Business Administration, Digital Marketing Concentration (M.B.A.) (http://catalog.montclair.edu/programs/business-administration-digital-marketing-mba)
- Business Administration, Marketing Concentration (M.B.A.) (http://catalog.montclair.edu/programs/business-administration-marketing-mba)
- Digital Marketing Certificate Program - Graduate (http://catalog.montclair.edu/programs/digital-marketing-certificate-graduate)