MARKETING

Chairperson: Dr. Patrali Chatterjee

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 three concentration options:

- Marketing,
- Retail Merchandising and Management,
- 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.

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.

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)
- Professional Selling Certificate Program (http://catalog.montclair.edu/programs/professional-selling-certificate)

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)