

# CHOOSE FIU BUSINESS MARKETING



If you wonder how **companies** entice buyers to try their products, or how non-profit organizations **market** their services, or how goods flow from the manufacturer to the end **user**, then a marketing major from the College of Business will help you **channel** these interests into a rewarding career. You'll learn how to influence buyer **behavior**, analyze markets, develop marketing strategies, create marketing plans, and even how to market your most valuable asset – **you**.

**FIU** | Business  
FLORIDA INTERNATIONAL UNIVERSITY

[business.fiu.edu/landon](https://business.fiu.edu/landon)

# MARKETING

## Business Core Courses

BUL 4310 Legal Environment of Business  
COM 3112 Speech and Writing for Business Communication  
FIN 3403 Financial Management  
GEB 3003 Career Management  
ISM 3011 Information Systems Management  
MAN 3025 Organization and Management  
MAN 4720 Strategic Management  
MAR 3023 Introduction to Marketing  
QMB 3200 Applied Business Statistics  
QMB 4680 Business Analysis

## Major Courses

MAR 4354 Marketing Yourself in Today's Competitive Job Market  
MAR 4400 Personal Selling  
MAR 4503 Consumer Behavior  
MAR 4613 Managing Marketing Information  
MAR 4804 Marketing Strategy  
2 Marketing electives

## Career Fields

Account Executive  
Brand manager  
Buyer, Retail Store  
Copywriter  
Market Research Analyst  
Marketing/Sales Manager  
Media Analyst  
Product Manager

## Employers

Advertising Agencies  
Colleges/Universities  
Consulting Firms  
Government Agencies  
Hospitals  
Marketing Research Firms  
Non-profit Organizations  
Pharmaceutical Companies  
Retailers