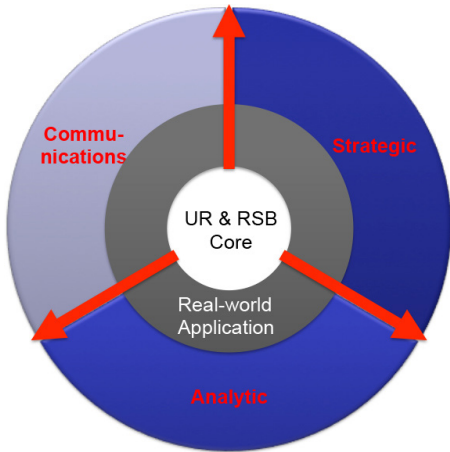


Marketing Department

2015 Keynote Highlights



The three Priority Areas: Strategic, Analytic, Communications



EVERY MKT COURSE will include elements of Strategy, Analytics, and Communications, including purposeful coverage of topics that group nicely into the subject of *Strategic Thinking*, which emphasizes the importance of developing insights to inform strategy (strategic), frameworks and methods for developing insights (analytic), and the importance of story telling for selling ideas (communication). There's no better way to develop quantifiable experiences than through *real-world application*.

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Some classes will emphasize one more than the others. For example...



As you plan your schedule, pick courses that effectively balance your experiences with these areas to achieve the best preparation for the job you want. You also can take other RSB or UR courses to add to your experience (see back).

The Robins Career Roadmap: Build Your Brand

The Robins Career Roadmap indicates the steps you should take each year to effectively build your brand.

<http://careerservices.richmond.edu/exploration/robins-roadmap/index.html>

Student American Marketing Association Chapter

Connect with other students interested in careers in marketing. Members learn about different marketing jobs, how to build their experience and how to find jobs in marketing. Everyone who wants a career in marketing should become an active member.



<http://robins.richmond.edu/undergraduate/organizations.html>

Connect with Spiders in Marketing:

UR MARKETINGCONNECT

Build your Spider network and learn from Spiders doing Marketing by signing up and participating in UR's original marketing connection network: UrMarketingConnect.com.

<http://UrMarketingConnect.com>

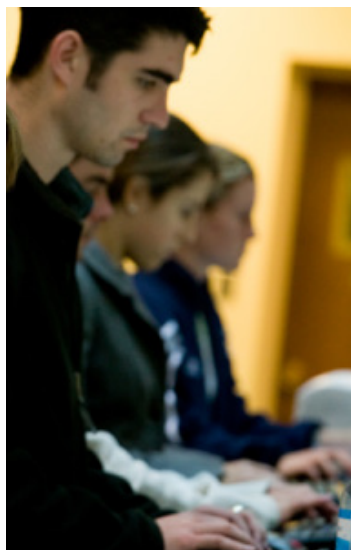


Marketing Department

2015 Course Scheduling



New! Fixed Course Calendar



	Fall	Spring
Strategic	322: Prod. Devl. & Innovation	422: Strategic Brand Mgt
	428: Strategic MKT Mgt.	
Analytic	326: Research	326: Research
	423: Marketing Analytics	424: Consumer Behavior
Communications	421: Integrated Mkt. Comm.	329: Digital Marketing
		329: Professional Selling
Other	Sports Marketing (not offered F'15)	325: International Mkt.

New! Advertising Strategy, F'15

John Adams, Chairman of The Martin Agency, will teach a course in Advertising Strategy in Fall 2015.

MKT 329: Advertising Strategy W 6:30 – 9:10pm

Explore what it takes to make great advertising, and how to be a great client.



Expand Your Potential: RSB and UR Courses

The following courses are recommended to complement the marketing courses listed above:

RSB	ACCT 305: Cost & Managerial Accounting
	MGMT 344: Negotiations
	MGMT 347: Innovation & Entrepreneurship
	MGMT 375: Business Analytics
	MGMT 450: Consulting Process & Practicum
UR	LDST 250: Critical Thinking & Methods of Inquiry
	LDST 325: Leading Socially Active Businesses
	LDST 356: Leading Change
	Courses in Cognitive & Social Psychology, Choice & Decision Making
	Courses in Studio Arts & Art History
	Courses in Creative Writing
	Courses in Journalism



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