Brand Marketing Specialization in the LSU Flores MBA Program

Overview
Marketing involves the development, pricing, promotion, and distribution of products that satisfy customer needs. About one third of the U.S. labor force is employed in marketing-related positions, which indicates that the number of marketing — and marketing management — positions is substantial. One study by an executive recruiting firm noted that more top executives come out of marketing than any other area.

Among employment trends in marketing is an increasing proportion of women in marketing, including sales and product management positions, and an increasing number of marketing management positions in service and nonprofit organizations. Marketers find careers in all aspects of business, including advertising, customer relationship management, direct marketing, industrial marketing, international marketing, marketing management, marketing research, product (brand) management, public relations, retailing, sales marketing, sales promotion, personal selling, service marketing, and sports management.

Brand Marketing Courses
The LSU Department of Marketing has developed a Brand Marketing Specialization that is consistent with the strong emphasis on branding that is prevalent in many companies, organizations, and even personalities. The brand marketing specialization is comprised of three courses that teach essential skill sets in: (1) consumer behavior analysis, (2) marketing research methods, and (3) strategic marketing. As can be seen in the flow diagram below, these courses are taken in sequence (after the Marketing Administration course required of all MBA students) in building-block fashion. The capstone course (MKT 7300) integrates the three predecessor marketing courses into a brand marketing project, typically in partnership with a company or organization with strong brand marketing emphasis.