



HIGHLIGHTS

Marketing is a highly dynamic and creative field and in the Clark School of Management, experiential learning is key. Courses stress putting theory and knowledge into practice and include a focus on solving real problems with local, national, and international companies and organizations.

Introduction to the Major

The marketing major nurtures innovative and socially responsible professionals and prepares students for success in a wide range of careers.

In the School of Management (SOM), don't expect business as usual. As you gain a foundation in all aspects of business, you will be challenged to consider triple bottom lines, social responsibility, and ethical impacts on people and communities. The marketing major trains students in the principles and practices of marketing and communications while also providing an in-depth understanding of consumer behavior, public relations, and marketing strategy and research.

CORE COURSES

All undergraduates in SOM complete core courses in accounting, management, information systems, organizational behavior, finance, and marketing. Students then dive deeper into marketing with electives in branding, entrepreneurship, movement-building, and digital marketing. All SOM majors complete a strategy capstone in their senior year.

- Prerequisite: Economics and the World Economy
- Three marketing core courses
- Seven business core courses
- One upper-level marketing elective
- Capstone course: Applying the Art and Science of Management

Clark SOM is
in the global

5%

accredited
by AACSB

"Clark allows me to explore my interests and build my skills to succeed. The adaptive curriculum ensures students can identify their passions and reach their goals."

—JOHN D'EUFEMIA, CLASS OF 2023



MARKETING

Bachelor of Arts



DESIGN
YOUR
JOURNEY



**Explore
and navigate
Clark curriculum**



**Connect
and engage
with communities**



**Discover
and pursue
your passions**



**Develop
professional
skills**



**Reflect,
design
and plan**

YEAR

1

YEAR

2



□ **Explore the School of Management**

Take a First-Year Intensive (FYI) course in our department and try some introductory courses.



□ **Learn about campus resources**

Make ClarkYou your default homepage and explore student resources related to academics, campus life, and health and wellness. Visit the Career Connections Center (CCC) to start learning about the resources available to you.



□ **Identify potential Program of Liberal Studies (PLS) courses**

Talk with an adviser about how these courses can support your academic interests and goals.



□ **Get connected**

Join activities offered through the Student Leadership and Programming office and learn about potential leadership opportunities. Log in to Handshake to find career exploration events for all class years.



□ **Explore on and off campus**

Learn more about the many SOM student organizations, including our chapter of the American Marketing Association and Women in Business. Get involved in the wider community through the Office of Community Engagement and Volunteering. Explore Worcester, the second largest city in New England with lots to offer!



□ **Reflect on what sparks your interest**

What new interests have you discovered? What else do you want to explore? Celebrate your progress!



□ **Dig in and define your interests**

Take Marketing Management, the foundation course for other marketing electives, in your first semester. Connect with the SOM assistant dean for help declaring your major and finding an adviser.



□ **Explore complementary minors**

Minors or clusters of coursework in data science, sociology, or psychology can be a good addition to your major.



□ **Start networking**

Create a ClarkCONNECT profile and start meeting alumni in your areas of professional interest. Create a LinkedIn profile. Join the CCC's Alumni Job Shadow Program.



□ **Expand your horizons**

Visit the Office of Study Abroad to learn about opportunities. The London School of Economics is a popular choice for SOM students.



□ **Pursue leadership opportunities**

Take part in on-campus clubs that align with your interests. Apply for club leadership positions or resident assistant roles.



□ **Apply what you have learned**

Start looking into projects and internships to apply your classroom knowledge. Meet with your career adviser at the CCC to strategize your search. Visit the Career Lab in ASEC for resume help.



□ **Look back and ahead**

Talk with your advisers about your plans. Will you pursue an accelerated degree program (ADP) to complete a B.A. and master's in five years?

WHAT CAN I DO WITH MY MAJOR?

JOBS & EMPLOYERS

Alumni are employed in sales and marketing, as brand managers, market research analysts, and more at organizations including Salesforce, Nexamp, Oracle, and Booz Allen Hamilton.

GRADUATE PROGRAMS

Majors often pursue MBA and master's degrees at Clark in marketing, or business analytics, or at other top schools including Carnegie Mellon, Columbia, and Emory.

YEAR 3



Move into advanced coursework

Get started in upper-level coursework and begin taking electives. Look into options such as branding, consumer behavior, and digital marketing.



Explore the world

Study abroad or away. Many programs offer the opportunity to both study and complete an internship, giving you great exposure to international business.



Engage your network

Schedule informational interviews with Clark alumni to learn about their journey from college to career.



Add to your skillset

Take advantage of LinkedIn Learning to boost your professional and critical thinking skills. Talk with faculty and advisers about options they recommend. Add these to your LinkedIn profile and resume.



Gain professional experience

Pursue a summer internship. Start working with the CCC early in your third year to prepare so you won't miss opportunities with early deadlines. Upload your resume to HandShake for review and feedback.



Plan for senior year and beyond

Work with your academic adviser to shape your plans. Apply for an ADP if desired and be aware of the deadlines and requirements.



No regrets!

What's on your Clark bucket list? Take time for things you are passionate about. Develop new goals and plans for your future.

YEAR 4



Finish strong

Make sure to complete all major and PLS coursework and other requirements. Accepted into an ADP? Start taking graduate courses and connect with SOM's Stevenish Career Management Center on next steps.



Become an entrepreneur

See an unmet need on campus? Utilize the resources in our entrepreneurship program and start your own business!



Pull it together with your capstone

Your capstone experience draws on all of the knowledge and experiences you have gained at Clark. Collaborate with your SOM peers in the capstone course to improve your critical thinking and effective communication skills.



Hone your presentation skills

Reach out to faculty to find opportunities to attend and present at a conference or workshop.



What's next?

Work with the CCC and attend career fairs, employer information sessions, and recruitment events. Participate in mock interviews and reach out to alumni through ClarkCONNECT and LinkedIn.



Prepare to launch

Update your professional documents and LinkedIn profile. Learn how to demonstrate personal qualities such as leadership, teamwork, problem-solving, and initiative.



Be a lifelong learner

Reflect on your time at Clark and your next steps. Celebrate your accomplishments!



AMPLIFY YOUR MAJOR!

SOM has a vibrant student community filled with cocurricular programming.

Marketing majors are part of a unique community in the School of Management, where the benefits of a small business school are felt immediately through personal connections to faculty and staff. Students also dive into their professional development through organizations, including the American Marketing Association, Women in Business, and the Entrepreneurship Club. These groups host alumni and guest speakers from the private and public sectors, organize conferences, and connect with organizations to enhance your learning experience.

CONNECT WITH US!

School of Management
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508-793-7543
clarku.edu/som
[@clarkunivsom](https://twitter.com/clarkunivsom)

Advising

We are here to support your academic and personal journey.

In your first year at Clark, you will be assigned an adviser to help you select your courses and programs. Once you declare your major, SOM faculty will advise you.

CLARK
UNIVERSITY



Challenge Convention.
Change Our World.

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