



Palumbo-Donahue
School of Business

Marketing

Rapidly increasing global competition, technological advancements, and emergence of new markets provide a challenging environment for any company. Effective marketing is therefore critical for the survival and long-term success of all organizations.

Marketing is a specialization in business concerned with developing strategies and tactics to create value for customers. Marketing can involve many facets of business – everything from the conception and design of the product or service, to pricing, promotion and distribution. A great marketing team understands data and analytical techniques, designs innovative campaigns to promote compelling products or services, and utilizes influence skills to attract and retain customers.

At Duquesne, you will begin the marketing major by taking a three-course core curriculum, which includes sales fundamentals, buyer behavior and marketing research. You can then concentrate in one of three areas: Sports Marketing, Professional Selling & Marketing or Digital Marketing & Analytics. Each one of these concentrations has a separate applied capstone course where you will be able to test out your marketing skills by performing a marketing project for a real company or organization.

Sports Marketing

Sports Marketing is ideal for those students seeking to work in all areas of sports. To prepare for these careers, you will learn about sports marketing and promotion, sports management and the business of sports. The applied curriculum will sharpen your presentation skills as you learn about sales and marketing strategies for many types of organizations.

Career opportunities span a wide range of options from professional sports organizations like the NFL or NHL, to retailers like Dick's Sporting Goods.

Additionally, our students have gone on to work in collegiate athletic departments or for companies that sponsor major sporting events like the NASCAR racing series.

Professional Selling & Marketing

Professional Selling & Marketing connects theory to practice by utilizing the cutting-edge facilities of the Centers for Leadership in Professional Selling and Entrepreneurship.

Each year our students compete at top sales competitions throughout the country (including the Steel City Sales Challenge hosted by Duquesne!) where they gain access to many corporate sponsors.

Career opportunities in sales are plentiful, as demand for sales professionals is growing dramatically. You will have the opportunity to work for companies in the B2B sector of the economy, focusing on industries like technology, financial services and medical devices.

Digital Marketing & Analytics

Digital Marketing & Analytics is an important and growing area of marketing. Many companies and organizations are shifting their marketing efforts to digital methods. They also need to better understand analytical techniques to make sense of all the data available from these platforms. Students concentrating in this area will gain expertise in areas like search engine optimization, paid search campaigns, customer relationship management software and content marketing, which includes social media marketing.

Career opportunities are strong in this area, as students can work for marketing research firms, agencies that specialize in digital marketing strategy or for businesses looking to expand their reach in the digital domain.

Marketing as a Value-Added Second Major

A major in marketing complements many other majors offered by the Palumbo-Donahue School of Business, including entrepreneurship, management, information systems management, supply chain management, or finance.

Courses

Course	Prerequisites	Semesters Offered
BUSINESS CORE COURSES (48 Credits)		
REQUIRED MARKETING CORE COURSES (9 Credits)		
MKTG 373 Sales Fundamentals	MKTG 271	Fall, Spring
MKTG 374 Marketing Research	MKTG 271, STAT 285	Fall, Spring
MKTG 379 Buyer Behavior	MKTG 271	Fall, Spring
CONCENTRATION (12 Credits)		
12 credits plus MKTG 271 (from the business core) will make up the concentration.		
Sports Marketing Concentration		
SPMK 376 Sports Marketing & Promotion	MKTG 271	Fall
SPMK 377 Sports Management	MKTG 271	Fall
SPMK 473 Sales & Revenue Generation	MKTG 373	Spring
SPMK 477W Strategic Sports Projects	SPMK 376, SPMK 377	Spring
Professional Selling & Marketing Concentration		
SPMK 473 Sales & Revenue Generation	MKTG 373	Spring
MKTG 442 Digital Sales & Marketing Tools	MKTG 373	Fall, Spring
IBUS 345 International Negotiation		Fall, Spring
MKTG 473W Sales Management	MKTG 373	Spring
Digital Marketing & Analytics Concentration		
MKTG 472 Digital Marketing	STAT 285, MKTG 271	Fall, Spring
MKTG 442 Digital Sales & Marketing Tools	MKTG 373	Fall, Spring
MKTG 476 Product Innovation	MKTG 271	Fall, Spring
MKTG 474 Data-Driven Marketing	MKTG 472, MKTG 442	Fall, Spring

Recommended Sequence

	Fall Semester	Spring Semester
Junior Year	Marketing Research or Sales Fundamentals Buyer Behavior	Marketing Research or Sales Fundamentals Concentration Course
Senior Year	Concentration Course Concentration Course	Concentration Capstone Course ¹

¹The capstone is the W-course within each concentration.

Graduation Requirements

Students must earn a minimum overall GPA of 2.0.

Minor

Students can earn a minor in each concentration of Marketing by completing MKTG 271, plus the following courses:

Sports Marketing	Professional Selling & Marketing	Digital Marketing & Analytics
Sales Fundamentals	Sales Fundamentals	Marketing Research
Sports Marketing & Promotion	International Negotiation	Digital Marketing
Sports Management	Digital Sales & Marketing Tools	Digital Sales & Marketing Tools
Sales & Revenue Generation	Sales & Revenue Generation	Product Innovation

It is the responsibility of the student to know both University-wide graduation requirements and those of the major field of study, and to meet all requirements satisfactorily for graduation.

This information is subject to change and this publication cannot be considered an agreement or contract between the individual and the School. The Palumbo-Donahue School of Business reserves the right to alter or amend the terms, conditions and requirements and to eliminate courses as necessary. Students should consult on a regular basis with their Student Success Coach for specific information related to their major and/or minor requirements. Rev. 10/2023