

# Leeds MBA

## Marketing Portfolio

Build a portfolio of marketing electives to support your career objectives. A marketing-focused MBA education prepares students for a variety of career paths. The following list is by no means exhaustive; it is meant to fill in some details about what jobs in marketing entail. The titles of the different functions vary, so we give descriptions of the roles along with some typical titles.

### Marketing Management

The marketing manager handles communication and relationships with the company's customers and partners. The methods of communication and promotion will vary by industry. Marketing managers may oversee traditional communication and promotion, such as print advertising, tradeshow and events, and public relations. Increasingly, marketing managers are asked to direct digital marketing campaigns. In business-to-business firms, marketing managers work with the sales force to help them be as effective as possible. Most companies also need marketers to work with their partners, for example, establishing relationships with retailers.

Small companies might take a newly minted MBA graduate as director of marketing, depending on previous experience. In larger companies, titles can be marketing manager, marketing associate, or marketing coordinator.

#### **These courses are highly recommended for a marketing management portfolio:**

- MBAX 6330: Market Intelligence
- MBAX 6300: Integrated Marketing Communications
- MBAX 6310: Brand/Marketing Strategy
- MBAX 6450: Supply Chain Management
- MBAX 6802: Pricing Strategy & Tactics

### Product Development

Marketing professionals play at least two important roles in new product development. The first one involves defining unmet needs in the marketplace and recognizing the match between those needs and the firm's capabilities. This role is often called "upstream marketing" or "voice of the customer." (The function can also be described as creating product road maps or establishing feasibility.) This sort of job illustrates just how broad marketing is: it's not just about communicating and promoting; it's about recognizing and building markets.

The second role, product manager, is involved in the development of a specific product or service. In technical companies, a product management position is often filled by someone with an engineering background looking to make a transition to a business role. Product managers work with cross-functional teams to develop products and manage the process of upgrading and improving them.

#### **These courses are highly recommended for a product development portfolio:**

- MBAX 6330: Market Intelligence
- MBAX 6360: New Product Development
- MBAX 6350: Digital Marketing
- MBAX 6802: Pricing Strategy & Tactics
- MBAX 6440: Project Management
- MBAX 6530: Negotiating and Conflict Management

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### Consulting

An MBA associate at a marketing agency or consulting firm will work in client services or account services. Associates work with clients on innovation, branding, or other marketing strategy issues; they design and execute qualitative and quantitative market research studies; they help clients with their pricing and distribution strategies. The work at these types of firms is challenging, fast-paced, and varied.

#### **These courses are highly recommended for a consulting portfolio:**

- MBAX 6330: Market Intelligence
- MBAX 6300: Integrated Marketing Communications
- MBAX 6310: Brand/Marketing Strategy
- MBAX 6360: New Product Development
- MBAX 6802: Pricing Strategy & Tactics
- MBAX 6440: Project Management
- MBAX 6540: Consulting Skills

### Marketing Coursework for Other Career Options

#### Entrepreneurship

#### **We recommend the following marketing courses for students with an entrepreneurship focus:**

- MBAX 6330: Market Intelligence
- MBAX 6360: New Product Development
- MBAX 6350: Digital Marketing
- MBAX 6802: Pricing Strategy & Tactics

#### Real Estate

#### **We recommend the following marketing courses for students with a real estate focus:**

- MBAX 6330: Market Intelligence
- MBAX 6300: Integrated Marketing Communications
- MBAX 6802: Pricing Strategy & Tactics