The goal of the Brand & Product Management concentration is to prepare students for positions in brand and product management across a broad array of industries. Positions associated with brand and product management typically include profit and loss responsibilities for a product or product line along with a strong advocacy role for the long-term success of the brand. Opportunities for brand management expertise continue to expand as a growing number of companies and industries recognize their brands are often the most valuable asset that the company creates, markets and manages. While pioneered within the consumer package goods industry, brand and product management has become a critical component of almost every company’s competitive strategy.

Brand and product management jobs often entail running multi-million dollar product businesses and hence provide excellent opportunities for those interested in general business and entrepreneurship. As brand management skills have become critical in the more central marketing strategy efforts of many leading organizations, brand management is increasingly a route to CEO positions.

**Curriculum Requirements**

MKT 282 - Analysis of Markets (flex core)
MKT 382 - Brand Management
MKT 382 - Strategic Marketing

**Data Analysis – choose one (1) course from the list below:**

MKT 382 - Data Mining for Business Intelligence
MKT 382 - Scientific Marketing Analysis & Implementation
MKT 382 - Marketing Analysis and Information
MKT 382 - Marketing Metrics

**Understanding Customers – choose one (1) course from the list below:**

MKT 382 - Consumer Behavior
MKT 382 - Connecting with Customers in a Digital World
MKT 382 - Customer Strategy

**Marketing Mix – choose two (2) courses from the list below:**

MKT 382 - Integrated Marketing Communications
MKT 382 - Pricing Channels
MKT 382 - New Product Development

**Recommended McCombs Electives:**

LEB 380 - Law for Entrepreneurs
MKT 382 - Marketing and Customer Insights Practicum/
CCIMS Marketing Fellows
MAN 385 - Corporate Governance
MKT 382 - Business and the Environment
MKT 382 - Invisible Global Marketing
IB 395 - Emerging Markets

**Total credit hours: 15**
Career Opportunities

- Account Manager
- Assistant Brand Manager
- Buyer
- Consumer Insight Analyst
- Product Manager
- Shopper Marketing Manager
- Strategic Planner