

**THE STATE OF THE MARKETING CURRICULUM: WHO'S TEACHING WHAT?
HOW WILL WE NEED TO CHANGE OUR CURRICULUMS TO BEST PREPARE STUDENTS FOR FUTURE
CAREERS IN MARKETING**

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In this special session, we reported the results of an analysis we are conducting pertaining to the current curriculums offered by AACSB accredited marketing departments. In the study, we collected data on the curriculums offered by the marketing departments at the 423 AACSB colleges of business located in the U.S. Issues that we were covered include: degrees offered, concentrations, required courses and elective courses.

This study highlights the trends in the curriculums of the major marketing programs in the country. It provides information on degrees offered including multidiscipline degrees, advertising degrees, etc. We reviewed concentrations offered by the AACSB member schools. With much more emphasis on relating undergraduate training to career paths it will be interesting to identify the number of schools with concentrations.

We review the required courses of the marketing departments. What are the communalities of required courses and what are the differences. Finally, we will

inventory the elective courses. This will provide information pertaining to the spectrum of marketing topics being taught across the major marketing programs in the U.S.

It reports on marketing coverage of relatively new and important topics such as services marketing, Internet Marketing, and relationship marketing and more traditional topics such as pricing and retailing. In addition, we will discuss the future of marketing curriculum issues ranging from topics that will need to be covered such as marketing ethics to the skills our students will need to be successful in the future.

This special session is of particular interest to the attendees interested in curriculum issues and particularly those attendees from schools that are in the process of reviewing, benchmarking, and revising their curriculums along with administrators responsible for providing future direction for curriculum development.