**Marketing is different from market research in that market research is about doing research to find out what the public (or some other, specified population) wants or needs. Marketing is about creating a program to sell the product or service to the public or specific population. People in marketing need to know about market research and people in market research need to know about marketing, but their emphases are different.

If you want a career in marketing, you should get an MBA emphasizing marketing, or a graduate degree (M.S. or Ph.D.) in Communications emphasizing advertising. If you do the MBA, you emphasize how to run an organization that is doing marketing. If you do a graduate degree in Communications, you emphasize the design of the advertising campaign. Sociology can prepare you for either path.

**Here are the sociology classes you should take to get into career in marketing:**
- Research methods and statistics: Stats 121, Soc 300 (this is especially important, focusing on how to do a survey), 301, 307, 404, 405
- Culture and social diversity: Soc 322, 323, 330, 365, 367
- Micro theories and macro theories: Soc 310, 311, 350
- Electives in areas of interest to you: Soc 318, 325, 326, 327, 328, 329, 340, 345, 360, 370, 380, 383, 420, 421, 422, 424, 426, 429, 450, 460, 481

**In addition to taking the relevant classes, you also need the following:**
- Join the BYU Marketing Association (ma.byu.edu; byuma-marketing@gmail.com). You should be involved in it for at least 2 years.
- Be a research assistant with professors; help with lots of research projects: as a volunteer, for credit, for pay, as an Honors thesis, as an International Field Study, etc.
- Do an internship in marketing.
- If you want to get an MBA, get a minor in Management.
- If you want to go to graduate school in Communications, get a double-major in Communications, emphasizing Advertising. You may do either the Management Track or the Creative Track.
Contact
If you want to talk about how sociology can prepare you for a career in market research, see:

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