

# The Dedman **EDGE** + **Marketing Skills**

Graphic Design, IT Networking and Support, Sales, Social Media.

## Employers Want Three Things...

- 1 Graduates with a sound liberal arts education.
- 2 Some exposure to certain technologies.
- 3 Internships. One is good, two is better!



**Sample Skills:**  
marketing,  
marketing research,  
product marketing,  
product management,  
marketing materials



A solid  
liberal arts degree  
+  
marketing skills  
increases your job market value  
&  
boosts your earning potential



### Where Can I Acquire Marketing Skills?

Formal or informal coursework,  
internships, extracurricular activities or  
on-campus employment.



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Business development  
Competitive analysis  
Creating marketing  
materials/newsletters  
Creativity  
Editing  
Market research  
Market strategy/planning  
Product  
management/development  
Product marketing  
Social media

## Sample Occupations

Marketing skills are complementary for these positions:

Graphic designer, communications coordinator

Marketing skills are core for these positions:

Marketing specialist, market research analyst,  
advertising sales representative

# Career Readiness Tracker

Keep track of your career-relevant experiences here. This will help make it simple to build a compelling resume and help you to talk knowledgeably with employers about the value you bring to their workplace. Make a record below of the courses from your major, the University Curriculum, electives outside your major, and from internship or other experiences that help you gain skills in the domains that employers value: critical thinking; written and oral communication, interpersonal relationships, teamwork, and leadership; and research. And record your Dedman Edge marketing knowledge and skills, as well.

Coursework	Experiential/Social	Workplace, Internship, ect.	Other (e.g. study abroad)
Critical Thinking			
Written and Oral Communication			
Interpersonal, Teamwork, Leadership and Ethics			
Research			
Marketing			

## Courses that offer marketing skills

### SMU credit-bearing courses

- ADV 1300 Survey of Advertising
- AMAE 3301 Introduction to Arts Management
- AMAE 3322 Marketing the Arts
- AMAE 3387 Attracting Capital: Donors, Investors, and Public Funds
- APSM 2310 Contemporary Issues in Sports Management
- ENGL 2102 Spreadsheet Literacy: Excel for Students in the Humanities and Social Sciences
- FILM 1301 Art of Film and Media
- JOUR 2103 Writing and Editing Tutorial and Laboratory
- JOUR 2302 Ethics of Convergent Media
- PHIL 1317 Business Ethics
- PSYC 3301 Research Methods
- STAT 2331 Introduction to Statistical Methods
- THEA 2311 The Art of Acting

### SMU non-credit-bearing courses through CAPE

- Best Practices in Social Media and Digital Communication
- Digital Engagement and Advanced Social Media Management
- Digital Marketing Strategy and Analysis
- Digital Marketing Analytics
- Mastering PPC, Paid Search and Paid Social
- Email Marketing: Leveraging Your Most Powerful Channel
- Influencer Marketing
- Mobile Marketing Analytics: Strategies, Tactics and Tools
- Data Driven Marketing and Analytics Workshop
- Search Engine Optimization and Marketing Strategies
- Digital Branding and Engagement
- Writing Engaging Content and Copy

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