



BAROWSKY
SCHOOL of BUSINESS

Marketing and Sales Concentration

Marketing is the function in organizations that is responsible for developing, pricing, distributing, and promoting products, services, and ideas. Students pursuing a marketing and sales concentration acquire a solid grounding in applying the basic disciplines (e.g., psychology, economics, statistics) essential for understanding consumer and organizational buying patterns and for developing successful marketing strategies. Marketing and sales students also acquire practical experience in the application of these concepts and methods through team activities, research projects, analyses, and marketing simulation games.

The marketing and sales concentration prepares students for positions such as sales specialist, research analyst, purchasing agent, retail manager, and corporate marketing management. Many graduates have gone on to careers in brand management, advertising sales, marketing research, consulting, and entrepreneurial ventures.



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Marketing and Sales Concentration Requirements

Three required 4-unit courses:		
BUS 4010	Market Research	4 units
BUS 4056	Consumer Behavior	4 units
BUS 4058	International Marketing	4 units
Total Marketing Concentration		12 units
BUS 4058	International Marketing may be submitted with:	
BUS 4047	Personal Selling	4 units