



Marketing Concentration

Marketing is the function in organizations that is responsible for developing, pricing, distributing, and promoting products, services, and ideas. Students pursuing a marketing 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 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 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.

Marketing Concentration Requirements

Three required 3-unit courses:		9
BUS 4010	Research Methods in Marketing	
BUS 4056	Consumer Behavior	
BUS 4057	Marketing Management (Senior Year)	
Six additional units from the following:		6
BUS 4015	Social Media Strategy and Marketing	
BUS 4019	Green and Social Marketing	
BUS 4058	International Marketing	
BUS 4926	Special Topics: Marketing	
BUS 4996/4912/4914	Internship/Senior Project/Thesis	
Total Marketing Concentration		15 units
Total Business Administration BA Major with Marketing Concentration		65 units

Reminder: 124 units required to graduate. 48 of the 124 must be "Upper Division" (3000-4000).

4/3 KAM Note: per DC, no edits necessary