

The Marketing concentration emphasizes the conceptual understanding and development of professional skills essential to marketing-oriented careers in such fields as advertising, public relations, product and service management, retail management, international marketing, marketing research, and sales. Consideration is given to the role of marketing in a global economy.

REQUIRED COURSES:

- MGMT 121Marketing Research and Information (*MGMT 120*)
- MGMT 122Buyer Behavior (*MGMT 120*)
- MGMT 129Marketing Management (*MGMT 120, senior standing*)

ELECTIVE COURSES (12 units):

At least nine (9) units from the following classes:

- MGMT 123Public Relations and Ethics in Business
- MGMT 124Retail Management (*MGMT 120*)
- MGMT 125Advertising (*MGMT 120*)
- MGMT 126Salesmanship
- MGMT 127Sales Management (*MGMT 120*)
- MGMT 173Multinational Marketing (*MGMT 120 or instructor permission*)

No more than three (3) units from the following classes:

- MGMT 105Business Forecasting
- MGMT 134Financial Management (*MGMT 133*)
- MGMT 160Principles of Quality Management
- MGMT 172International Business
- MGMT 187Entrepreneurship
- MGMT 196Experimental Offerings in Business Problems (*Senior standing or instructor permission*)
- MGMT 199DSpecial Problems (*Instructor and Department Chair permission*)

Career Opportunities

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| <ul style="list-style-type: none"> Advertising Account Manager Brand Manager Customer Relations Manager Direct Marketing Manager E-commerce Analyst Logistics Manager Manufacturers Representative Marketing Analyst Market Research Analyst Marketing Manager | <ul style="list-style-type: none"> Merchandising Manager Product Manager Public Opinion Specialist Public Relations Specialist Research/Development Director Retail Store Manager Sales Manager Sales Representative Sports Promotion Director |
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Academic Advising for Business Majors

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