

SJSU Business Major with a Concentration in Marketing

Do you want to be part of one of the most important functions within an organization? Do you stay up to date with new trends in social media? Are you a people-person? Are you interested in creating value for companies and people? Then a career in marketing might be for you. The marketing concentration at SJSU focuses on how subareas within marketing, such as consumer behavior, marketing research, promotions, business logistics, supply chain management, retailing, and new product development, contribute to creating value for consumers and profits for firms. In the effort to continuously keep pace with the Silicon Valley, our marketing program is designed to spark student innovation and provide multi-disciplinary opportunities through an academically challenging curriculum.

"I'm a marketing specialist for an NFL team. I work with a marketing team that engages with the local community and our fans on special promotions and programs. Recently we partnered with the local food bank to increase awareness of hunger in our community. We offer discounted tickets to anyone 18 or younger who brought non-perishable food to donate during home games. They were invited to put their items into a giant football on the field during half-time. It was a fun promotion and very successful."



San José State University offers a Bachelor's Degree in Business with a Concentration in Marketing through the SJSU Lucas College and Graduate School of Business.

Career Opportunities in Marketing

With a marketing specialization from the Lucas College of Business at SJSU, you can pursue a career in an extraordinarily number of fields ranging from sales, marketing management, new product development, branding, social and traditional media communication, to marketing research. You will find career opportunities in about every sector of for-profit and non-profit organizations, including technology, social media, sports, entertainment, automobile, healthcare, retailing, and banking, just to name a few.

SJSU Concentration Requirement

Core Classes

- Consumer Behavior
- Marketing Research
- Integrated Marketing Communications
- Marketing Management

Elective Classes

- Marketing in New Ventures
- Social Media Marketing
- Sports Marketing
- Entertainment Marketing
- Services Marketing
- Sales Management
- New Product Development
- Soft Skills
- Retail Marketing Management
- Business to Business Marketing
- Business Logistics
- International Marketing
- Relationship Marketing: Pacific Rim
- International Marketing: Developing Nations

Lucas College and Graduate
School of Business

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"There are several ways to enhance learning at SJSU, however, my favorite was joining the Marketing Association. As a transfer student, this club was a great way to meet new friends, learn, grow, and network with companies looking for future employees."

—Alex Chao, Senior, Marketing Major