

# Marketing

The study of marketing explores the most dynamic aspect of business. As you advance through the marketing program at the SJSU College of Business, you'll feel the excitement of learning about and dealing with the same issues and trends, the same opportunities and realities faced by real world marketing managers. You'll learn about creating a product or service and managing relationships with customers. And you can enrich your experience in numerous ways, such as choosing from our cluster of high-technology marketing electives, to get a leading edge in the field.

Continuously pacing itself with Silicon Valley, the marketing program provides an academically challenging curriculum with multidisciplinary opportunities, all designed to spark your innovation and provide you with an outstanding preparation for tomorrow's careers.

Our courses in International Marketing will help you keep in step with the global marketplace, providing instruction on national and international concepts for developing and selling products. You'll also get an in-depth focus on the business functions concerned with market definition and objectives, product or service development, customer segmentation and product positioning. When you graduate, you will be primed to enter this exciting and fast-changing career field and contribute to it with confidence.

Here's a word about salaries: According to the San José State University Career Center, the average starting salary for SJSU marketing majors who graduated in 2010 was \$45,467. The national average was \$42,403. The U.S. Department of Labor reported in 2010 that the annual median earnings for marketing managers were \$112,800. In 2010, the same position in Silicon Valley garnered an annual salary of \$132,875.

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This is a terrific time to begin pursuing a career in marketing. The opportunities are there. You are only limited by your imagination and your desire.

## Potential career paths:

- Marketing and survey research
- Product management and product marketing
- Marketing analyst
- Sales representative
- Retail manager
- Direct marketer
- Channel and distribution manager
- Marketing communications
- Web marketing

