

SJSU | LUCAS COLLEGE AND GRADUATE SCHOOL OF BUSINESS

MARKETING CONCENTRATION



Marketing is a set of processes for creating, communicating, delivering, and exchanging offerings (including products, services, ideas, and experiences) that have value for consumers, the firm and its stakeholders. The marketing concentration at SJSU focuses on how firms plan, implement and monitor the marketing activities directly related to the process of delivering values to consumers while achieving their profitability goal. The marketing courses are designed to help students understand how specific subareas within marketing, such as consumer behavior, marketing research, promotions, business logistics, supply chain management, retailing, and new product development, contribute to the successful creation of value for consumers and profits for firms. Forward thinking subareas are also emphasized in the marketing concentration, including marketing new technology and social media marketing.

MARKETING CONCENTRATION REQUIREMENT

Core Classes

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

Elective Classes

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

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"The marketing curriculum at SJSU is truly one of a kind. There are numerous professors with real-world experience in both the Silicon Valley and around the world. I feel that with this amount of knowledge and learning, SJSU is one of the most cost efficient schools. 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

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Skills you will learn

Students in the marketing concentration will gain solid business and marketing knowledge as well as to develop strong skills in communication, leadership and critical thinking. Such knowledge and skills are essential to the BSBA curriculum goals.

Career Opportunities in Marketing

With a business degree specialized in marketing from SJSU, you can pursue a career in a number of different areas ranging from sales and promotion, marketing management, to social media marketing. You will find career opportunities in a variety of business sectors and non-profit organizations, including automobile, banking, consumer technology, entertainment, health management, retailing, social media, and sports, just to name a few.

- Sales and Promotion
- Marketing Management
- Market Research
- Digital Marketing
- Human Resources
- Retail Management
- Supply Chain Management
- Entertainment Marketing
- Public Relations/Event Planning
- Social Media Marketing
- Global Business Marketing

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I like the idea of bringing success to a company through the vital role of marketing. My marketing classes have taught me how to make new products or ideas appealing towards a certain market direction. I have been very lucky to have such kind and knowledgeable marketing teachers and classmates throughout my experience at SJSU. I am excited to join the marketing association this semester.

—Mary Demiani, Senior, Marketing Major

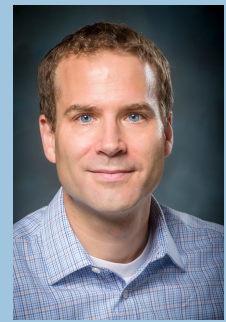
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Marketing Association

The Marketing Association at San Jose State University exposes students of all majors to the exciting and ever changing world of marketing. By providing networking opportunities with industry leading professionals and colleagues, professional and personal development workshops, potential leadership involvement and community service initiatives, we aim to shape the next generation of business leaders. For more information, visit: <https://www.sjsumarketing.org/>

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