

Marketing Concentration (21 units)

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. (*Prerequisite courses are noted in parentheses.*)

REQUIRED COURSES:

- MKTG 121**Marketing Research and Information (*MKTG 101*)
- MKTG 122**Buyer Behavior (*MKTG 101*)
- MKTG 129**Marketing Management (*MKTG 101, senior status*)

ELECTIVE COURSES (12 units):

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

- MKTG 123**Public Relations and Ethics in Business
- MKTG 124**Retail Management (*MKTG 101*)
- MKTG 125**Advertising (*MKTG 101*)
- MKTG 126**Salesmanship
- MKTG 127**Sales Management (*MKTG 101*)
- MKTG 190**Multinational Marketing (*MKTG 101 or instructor permission*)

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

- ENTR 187**Entrepreneurship
- FIN 134**Financial Management (*FIN 101*)
- IBUS 190**International Business
- MKTG 115**Market Potential & Demand Analysis (*MKTG 101, DS 101, or MKTG 121 and instructor permission*). *DS 101 and/or MKTG 121 may be taken concurrently with MKTG 115.*
- MKTG 196**Experimental Offerings in Marketing (*MKTG 101, senior status or instructor permission*)
- MKTG 199**Special Problems (*Instructor and Associate Dean for Undergraduate Programs permission*)
- OPM 160**Principles of Quality Management

Career Opportunities

Advertising Account Manager	Marketing Analyst	Public Relations Specialist
Brand Manager	Market Research Analyst	Research/Development Director
Customer Relations Manager	Marketing Manager	Retail Store Manager
Direct Marketing Manager	Merchandising Manager	Sales Manager
E-commerce Analyst	Product Manager	Sales Representative
Logistics Manager	Public Opinion Specialist	Sports Promotion Director
Manufacturers Representative		

Academic Advising for Business Majors

Undergraduate Business Advising Center
Tahoe Hall 1030
College of Business Administration
6000 J Street • Sacramento, CA 95819-6086

(916) 278-BIZZ (2499)
cba-ugrad@csus.edu
www.cba.csus.edu/ubac