

Marketing

College of Business ■ Undergraduate Programs

Degrees and Programs Offered

Bachelor of Science
in Business Administration:
Concentration in Marketing
Minor in Marketing
Master of Business Administration
Master of Science
in Business Administration

Career Options

Advertising
New product development
Brand management
Retail management
Public relations
Transportation Management
Logistics Management
Personal selling
Customer service
Sales management
Services marketing
Merchandising
Government
Marketing research
Non-profit agency management
Internet Marketing

Why Study Marketing?

Marketing facilitates exchange. As such, marketing is at the heart of all business activities. Marketers create value for a firm's stakeholders by taking the customer's point of view and creating unique combinations of products and services, pricing, distribution and marketing communications. When a marketer is successful, that bundle of benefits will so uniquely fit the needs of its customers that a competitive advantage is created. Customers are happy and remain loyal, and the firm makes a profit.

With customer long-term satisfaction at the core of today's business philosophy, strategic marketing knowledge drives the firm's interaction with its customers. All aspects of a firm's relationships with its customers are encompassed in the field of marketing, which gives marketing the broadest scope of career possibilities in business today. In a sense, marketers are the frontline troops for any business. Marketers are at work in internet marketing, wholesaling, retailing, service companies, nonprofit and government agencies, advertising, public relations, marketing research firms, and manufacturing, doing new product development and brand management. If you're interested in understanding customer needs and developing ways to satisfy those needs to create a profit, then marketing is your field of study.

Why Study Marketing at SFSU?

San Francisco, as a cosmopolitan city, is home to a number of America's leading consumer product manufacturers and is a nexus for world trade. The City is also the home of the digital multimedia industry and neighbor to Silicon Valley. Your studies in marketing at SFSU put you in the hub of activity, with faculty who stay in touch with the real world and bring the world into the classroom. All marketing faculty have substantial real-world business experience in marketing, as well as the academic credentials necessary to balance theory and marketing practice. Our faculty continuously improve their knowledge-base by conducting applied research with real-world application, and they bring their research findings and work experience to bear in their teaching. We manage a for-credit internship program for our undergraduate students which successfully places students every semester in major Bay Area companies to work with marketers for hands-on learning.

The Marketing Department has also been a pioneer in bringing new forms of learning to business studies. Our faculty have recently developed an interactive CD-ROM to support learning principles of marketing, and this new way of learning is now a choice you have in taking principles. We have also created an award-winning interdisciplinary advertising course which brings together marketing majors with advanced video production students and a real-world client to create a broadcast ad campaign in just one semester, an experience as close to working in the advertising industry as we can create on campus! We make use of the Web and online educational software. Our elective classes are small—under 40 students—and our students work in groups to polish their analytical, writing and presentation skills. As marketers, our faculty are concerned with delivering satisfaction to our student-customers. We monitor critical dimensions of your satisfaction each semester and use the results to improve service to you.

We think marketing is the most exciting, fun and creative aspect of business practice. If you're creative and you can balance that creativity with a solid grounding in analytical skills and good communication skills, marketing just might be for you!

Program Requirements

The Bachelor of Science in Business Administration requires a minimum of 120 units for graduation. All majors in business are required to complete 63 lower- and upper-division units in business and economics, including work in the major field and elective courses, as well as six units of prerequisite courses.

Approved community college courses may be substituted for the courses marked with an asterisk (*). Lists of acceptable courses from nearby community colleges may be obtained by visiting the College of Business Student Services Web site: www.sfsu.edu/~cobssc and www.assist.org. For colleges not included on the list a detailed description of the course must be submitted to an advisor in the College of Business for evaluation. Community college courses are not accepted to meet the requirements of any upper division course (numbered 300 or above).



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FOR MORE INFORMATION

Department of Marketing

SCI 300

415-338-1107

E-mail: mktgdept@sfsu.edu

Web: <http://www.sfsu.edu/~mktg>

How to apply

Apply online through CSUMentor: www.csumentor.edu. It's the easiest and fastest way to apply. For more information about SFSU admissions, visit the SFSU Prospective Student Web site: www.sfsu.edu/prospect.

Reaching SFSU by mail

To reach any SFSU department or program by mail, write to the specific office, followed by:
San Francisco State University
1600 Holloway Avenue
San Francisco, CA 94132

By phone

University Information
415/338-1111

Admissions Office

415/338-1113
E-mail: ugadmit@sfsu.edu

SFSU on the Internet

For access to the University Bulletin (catalog), Class Schedule, and other campus information, visit SFSU on the Web: www.sfsu.edu

Bachelor of Science in Business Administration: Concentration in Marketing

BUSINESS ADMINISTRATION CORE COURSES

Prerequisites to Core Courses Units

DS 110 Mathematical Analysis
or
for Business

MATH 110 Business Calculus

ECON 100 Introduction to
Macroeconomic Analysis

ISYS 263 Introduction to
Information Systems

Core Courses for all business majors

ECON 101 Introduction to
Microeconomic Analysis

ACCT 100 Principles of Financial Accounting

ACCT 101 Principles of Managerial Accounting

DS 212 Business Statistics I

IBUS 330 International Business
and Multicultural Relations

FIN 350 Business Finance

BUS 360 Business Communication

ISYS 363 Introduction to Management

MGMT 405 Information Systems for Management
and Organizational Behavior

MGMT 407 Economics for Managers
or

DS 411 Decision Modeling with Spreadsheets

DS 412 Operations Management

MKTG 431 Marketing

BUS 682 Seminar in
the Environment of Business

BUS 690 Seminar in Business Policy
and Strategic Management

Total for Core Courses **42**

CONCENTRATION IN MARKETING COURSES

MKTG 632 Marketing Research

MKTG 633 Consumer Behavior

MKTG 649 Marketing Management

12 Units from the following
or other courses on advisement

MKTG 432 Public Relations

MKTG 433 Personal Selling

MKTG 434 Advertising
Theory and Practice

MKTG 436 Retail Management

MKTG 440 Advertising
Creativity and Production

MKTG 441 Business to Business
Marketing

MKTG 443 Sales Promotion and Publicity

MKTG 450 Marketing for Small Business

MKTG 469 Internet Marketing

MKTG 567 Internship in Marketing

MKTG 637 Sales Management

MKTG 644 Services Marketing

MKTG 664 Seminar in Marketing Research

MKTG 675 Brand Management

MKTG 680 International Marketing
Management

MKTG 688 New Product Development

Total Marketing Concentration Courses **21**

Total Units **63**

Minor in Marketing

A minimum 2.0 GPA is required for the Marketing minor and at least 50 percent of courses must be taken in residence. Except in cases of credit by examination, no more than six units of the Marketing minor may be offered on a CR/NC basis.

Required Courses Units

ECON 305 Economic Analysis
for Non-majors

MKTG 431 Marketing

MKTG 434 Advertising Theory and Practice

MKTG 633 Consumer Behavior

Total Units Required Courses 12

Elective Courses

Units selected from the following
with the approval of a marketing adviser: 12

MKTG 432 Public Relations

MKTG 433 Salesmanship

MKTG 436 Retail Management

MKTG 440 Advertising
Creativity and Production

MKTG 441 Business to Business
Marketing

MKTG 443 Sales Promotion and Publicity

MKTG 450 Marketing for Small Business

MKTG 469 Internet Marketing

MKTG 567 Internship in Marketing

MKTG 632 Marketing Research

MKTG 637 Sales Management

MKTG 644 Services Marketing

MKTG 649 Marketing Management

MKTG 664 Seminar in Marketing Research

MKTG 675 Brand Management

MKTG 680 International
Marketing Management

MKTG 688 New Product
Management Seminar

Total **24**