



LAM FAMILY COLLEGE of BUSINESS

SAN FRANCISCO STATE UNIVERSITY

What is Marketing?

Marketing is the business function tasked with attracting, retaining and growing customers. To do this effectively, marketers need to research customer needs, target the right customers, and then offer them value with the right combination of product, price, place and promotion. However, apart from the business function, there is a philosophy of marketing which is widely applicable to employees, organizations and ordinary people: everybody has a client, and if you serve them well, this will result in positive outcomes. Whether you choose to work in marketing or some other function, the study and practice of Marketing can bring professional rewards and personal fulfillment.

What Kinds of Jobs are Available to Marketers?

There are many sub-functions of Marketing which need to be staffed with people who have Marketing knowledge and skills: advertising, branding, channel management, customer relationship management, data analytics, marketing research, pricing, public relations, and sales, to name a few. Marketing tasks typically involve a blend of creativity and analysis. Both large and small organizations, for profit and non-profit organizations, need marketers to manage these sub-functions. Graduates of our MBA program who specialize in Marketing work for organizations such as Apple, Clif Bar, Clorox, Hewlett Packard, Kaiser Permanente, Samsung, and many small start-ups and non-profit organizations.

What Kinds of Courses does the Marketing Department Offer?

The first Marketing course in the Graduate Program is BUS 787 Marketing Management. If you have a Bachelor's degree in Business from an AACSB accredited business school in the past 7 years, this course may be waived. The next course is MKTG 860 Strategic Marketing, which fulfills one of the core track requirements in the Graduate Business program. Here you learn how to do strategic marketing planning and write a marketing plan for a real business. We also offer several 800-level Marketing elective courses such as Advertising (MKTG 864), Brand Management (MKTG 875), Digital Marketing (MKTG 820), Marketing Analytics (MKTG 855), and Marketing of High-Technology Products and Service (MKTG 885). The courses are delivered by well-qualified faculty with practical business experience.

Certificate in Marketing in the Digital Economy

MBA students who complete the three-course sequence of MKTG 820 Digital Marketing, MKTG 885 Marketing of High-Technology Products and Services, and MKTG 886 Marketing Analytics can apply for this certificate, which provides evidence of specialization on the academic transcript. To learn more about this certificate program or individual courses, contact one of the faculty advisors below.

Graduate Marketing Advisors: Professors Bhat, Sengupta, Sinapuelas, Tumbat