

# MARKETING

Drawing from economics, psychology, sociology, and finance, marketing entails understanding the competition, connecting with customers, and building brand recognition.

Marketing is changing rapidly as businesses embrace a new world of social media, mobile access, e-commerce and big data. The key responsibilities of marketing include creating and assessing innovative products, and determining how to improve the customer experience.

A marketing degree provides the basis for a purpose-driven career in such areas as: advertising, sales, new product development, brand or product marketing, retail buying, market analysis, and marketing research. Marketing practice entails evaluating the core needs of the customer, distinguishing the firm from its competition, and improving value through positive brand recognition. The marketing degree has three emphasis areas:

**BUSINESS AND TECHNOLOGY** | This emphasis has two distinctive courses, sales management and social media. These marketing functions are particularly important for enterprises, businesses and technology oriented companies.

**CONSUMER AND CHANNEL MARKETING** | The distinctive course in this emphasis is multichannel retailing. The design and management of store, catalog, and internet-based retail venues become critical to create an omni-channel experience for consumers.

**INDIVIDUALLY DESIGNED EMPHASIS** | An individually designed Marketing emphasis is also possible, where courses are selected with and approved by the student's marketing faculty advisor. For a full listing of marketing courses, see the Santa Clara University Undergraduate Bulletin.

To develop experience beyond the classroom, we promote internships at large companies such as Google and Meta as well as local startups.

## CAREERS IN MARKETING

A marketing degree equips graduates for a marketing career using analytic and strategic skills developed in the program. Majors also pursue careers in digital marketing, e-commerce, retailing, sales, channel management, advertising, brand and product management, and marketing research. Undergraduate marketing classes emphasize SCU's Silicon Valley connection by class projects that deliver actual plans to senior executives from a variety of local companies like Google, eBay, and Meta. Our alumni work at companies like Apple, Amazon, NVIDIA, and SAP.

## FACULTY RESEARCH

Marketing faculty in the Leavey School of Business are well regarded scholars whose work is published in leading journals around the world. Because of our location in Silicon Valley, faculty research has special focus on technology product development and marketing, electronic commerce, channel marketing and retailing.



## Requirements for the Marketing Major\*

<input type="checkbox"/>	MKTG 181	<b>Principles of Marketing</b>
<input type="checkbox"/>	MKTG 182	<b>Analysis for Marketing Decisions</b>
<input type="checkbox"/>	MKTG 183	<b>Customer Behavior</b>

Plus three courses in an area of marketing emphasis\*\*\*, selected from the following:

### Business and Technology Marketing Emphasis

<input type="checkbox"/>	MKTG 175	<b>Internet Marketing</b>
<input type="checkbox"/>	MKTG 177	<b>Social Media Marketing</b>
<input type="checkbox"/>	MKTG 185	<b>Sales Management**</b>
<input type="checkbox"/>	MKTG 186	<b>Integrated Marketing Communications</b>
<input type="checkbox"/>	MKTG 187	<b>Innovation and New Product Marketing**</b>
<input type="checkbox"/>	MKTG 189	<b>Sustainability Marketing</b>
<input type="checkbox"/>	MKTG 190	<b>Brand and Content Marketing</b>
<input type="checkbox"/>	MKTG 191	<b>Customer Experience Management</b>
<input type="checkbox"/>	MKTG 192	<b>Marketing Analytics</b>

### Consumer and Channel Marketing Emphasis

<input type="checkbox"/>	MKTG 165	<b>Customer-Centric Retailing**</b>
<input type="checkbox"/>	MKTG 175	<b>Internet Marketing and E-commerce</b>
<input type="checkbox"/>	MKTG 177	<b>Social Media Marketing</b>
<input type="checkbox"/>	MKTG 186	<b>Integrated Marketing Communications**</b>
<input type="checkbox"/>	MKTG 187	<b>Innovation and New Product Marketing</b>
<input type="checkbox"/>	MKTG 188	<b>Entertainment Marketing</b>
<input type="checkbox"/>	MKTG 189	<b>Sustainability Marketing</b>
<input type="checkbox"/>	MKTG 190	<b>Brand and Content Marketing</b>
<input type="checkbox"/>	MKTG 191	<b>Customer Experience Management</b>

### Individually Designed Emphasis

Courses are selected with the student's marketing faculty advisor. The three required courses are typically selected from: MKTG 165, 175, 185, 186, 187, 189.

<input type="checkbox"/>	MKTG 198	<b>Internship Elective****</b>
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\*In addition to University Core Curriculum and Leavey School of Business requirements for B.S. degree in Commerce.

\*\*Strongly recommended.

\*\*\* An emphasis will not appear on a student's transcript.

\*\*\*\* MKTG 198 should be designed to augment the student's career goals. However is cannot be substituted for an elective course in the major.

## RETAIL STUDIES MINOR

In addition to the marketing major, the Retail Management Institute also offers the Retail Management minor, open to majors in the School of Business as well as non-business majors. Retail management minors offer internships as a paid, full-time opportunity for our students to experience

first hand the culture and business of recognized, industry leading Silicon Valley innovators. Please note, the Retail Management minor is not managed by the Marketing Department. For specifics about the Retail Management minor, go to [bit.ly/retailstudies](http://bit.ly/retailstudies).

**LEAVEY SCHOOL  
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