



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. Marketing practice entails evaluating the core needs of the customer, distinguishing the firm from its competition, and improving value through positive brand recognition. To develop experience beyond the classroom, we promote internships at large companies such as Google and Facebook as well as local startups.

The study of marketing draws on several related disciplines, most notably economics, psychology, sociology, and finance. A SCU 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.

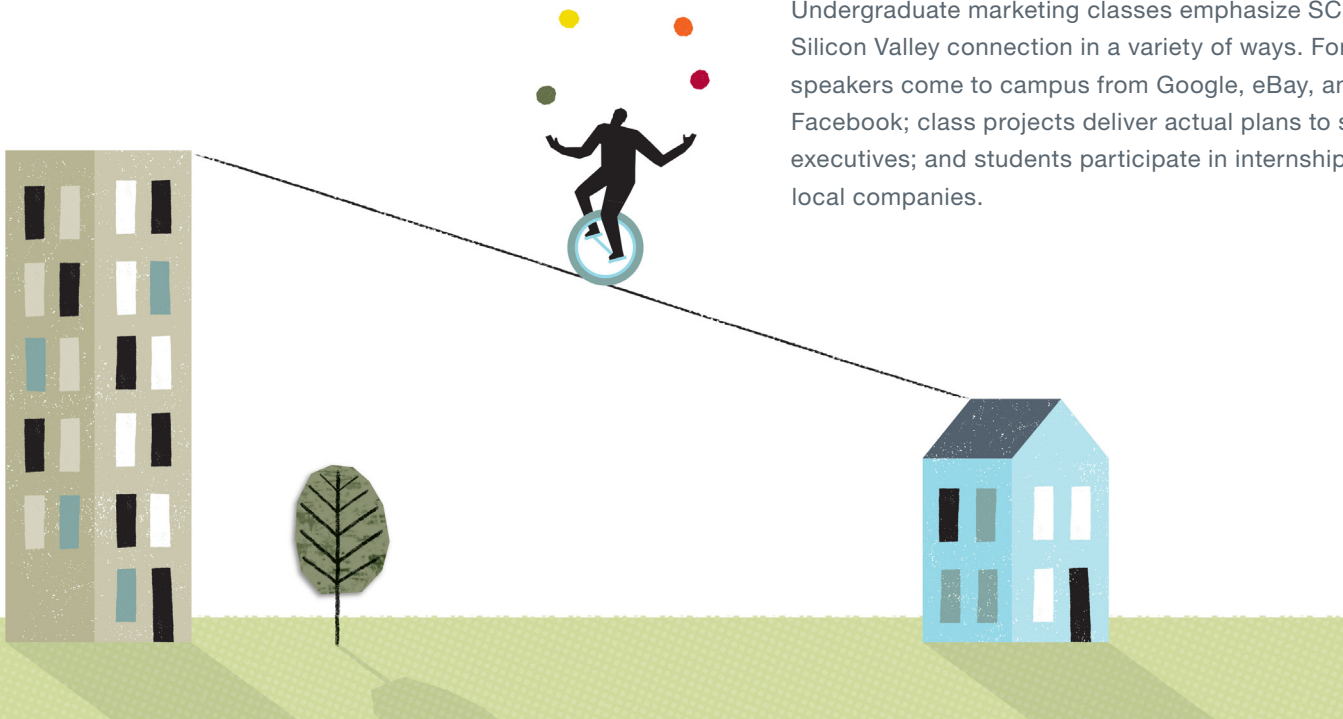
Faculty Scholarship

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.

Careers in Marketing

A marketing degree equips graduates for a management 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 in a variety of ways. For example, speakers come to campus from Google, eBay, and Facebook; class projects deliver actual plans to senior executives; and students participate in internships at local companies.



Requirements for the Marketing Major*

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

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

Business and Technology Marketing Emphasis

<input type="checkbox"/>	MKTG 175	Internet Marketing and E-Commerce
<input type="checkbox"/>	MKTG 185	Sales Management**
<input type="checkbox"/>	MKTG 186	Integrated Marketing Communications
<input type="checkbox"/>	MKTG 187	Innovation and New Product Marketing**
<input type="checkbox"/>	MKTG 188	Business-to-Business Marketing**
<input type="checkbox"/>	MKTG 189	Sustainability Marketing

Consumer and Channel Marketing Emphasis

<input type="checkbox"/>	MKTG 165	Customer-Centric Retailing**
<input type="checkbox"/>	MKTG 175	Internet Marketing and E-Commerce**
<input type="checkbox"/>	MKTG 176	Services Marketing and Management
<input type="checkbox"/>	MKTG 186	Integrated Marketing Communications**
<input type="checkbox"/>	MKTG 187	Innovation and New Product Marketing
<input type="checkbox"/>	MKTG 189	Sustainability Marketing

*In addition to University Core Curriculum and Leavey School of Business requirements for B.S. degree in Commerce.

**Strongly recommended.

Retail Management Minor

In addition to the marketing major, the department also offers the Retail Management minor, open to majors in the School of Business as well as non-business majors. Business students who have completed lower division requirements may enter the program as late as their junior year. Non-business majors should apply for admission to the program as first-years or sophomores, in order to integrate major and minor requirements. For specifics

about the Retail Management minor, please see the Interdisciplinary Minor section in Santa Clara University's Undergraduate Bulletin.

Individually Designed Marketing 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 Management courses, see the Santa Clara University Undergraduate Bulletin.



Marketing Department
Leavey School of Business
Santa Clara University
500 El Camino Real
Santa Clara, CA 95053

marketing@scu.edu
408-554-4580
scu.edu/business/marketing



Santa Clara University is a 100% tobacco- and smoke-free campus.