

Mk

Marketing

Department of Management,
Operations, and Marketing

Marketing

What will I study?

Marketing focuses on creating value in the exchange relationship between the firm and the markets it serves. It plays a pivotal role in connecting customers and stakeholders to a business and in building relationships with these groups.

Marketers plan, implement, and control specific strategies and tactics that will meet their customers' ongoing needs and wants. Interesting classes include Consumer Behavior and Marketing Research.



What can I do with a concentration in Marketing?

A concentration in Marketing provides exciting career opportunities for personal growth, creativity, variety, and income in the dynamic and ever-changing business environment. Professional careers in marketing are to be found in the marketing departments of industrial firms and merchandising firms.

POTENTIAL CAREER TIMELINE

A clear path for opportunity is easy to discern based upon actual data from our Marketing alumni and specialists at Procter & Gamble.



years after graduation

1

Asst. Brand Manager

4-7

Brand Manager

CONCENTRATION

Why choose Marketing at CSU Stanislaus?



While few in number, the faculty in Marketing at CSU Stanislaus represent expertise in a wide array of marketing functional areas. Through traditional coursework and unique projects which often involve the local business community, they work together with the students to make the study of Marketing a successful and enjoyable experience.

There is plenty of regional demand for marketing professionals in specialized organizations such as advertising agencies, marketing research agencies, service firms, transportation and distribution companies, global companies, not-for-profit organizations, and Internet companies. Also, the “American Almanac of Jobs and Salaries” ranks the median income of marketers among the top 10 in a list of 125 professions.



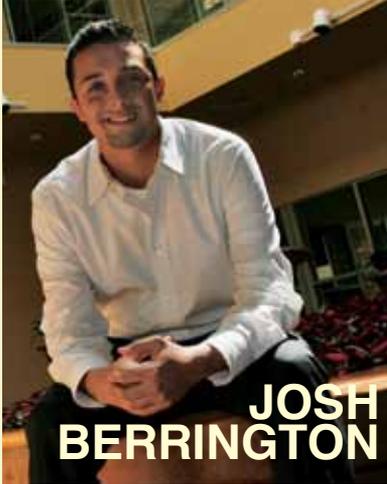
The College of Business Administration mission:

- To be a premier learning-centered College of Business Administration in California’s Central Valley that develops graduates who have the knowledge and skills to perform well and is recognized for academic excellence, innovation, use of technology, scholarship, and continuous improvement.

Right now, **CSU Stanislaus Marketing graduates** are employed in many diverse marketing positions, including: Marketing Manager, Global Marketing Director, Sales Representative, Sales Manager, and Retail Manager.



ON THE PATH *of* Marketing Alumni



**JOSH
BERRINGTON**

2007, Marketing

presented by 
Gallo
FAMILY
VINEYARDS™

Marketer, Power Automation Systems

Berrington is a solid example of the motivation and drive among College of Business Administration students. After posting a 0.0 GPA his first semester at CSU Stanislaus due to a love of athletics over academics, he turned it all around and earned Dean's List honors the following year. His GPA rose to above a 3.0 and he became intrigued with the principles and trends in the marketing world. Professor Theo Chronis really sparked that initial interest, while Dr. Al Petrosky carried the torch for the remainder of Berrington's college experience. Berrington began looking at advertisements and PR material in a whole new light.

After landing an internship with the Lathrop-based Power Automation Systems, the company offered Berrington a full-time marketing position. Berrington says it's been the experience of a lifetime.

His role with Power Automation Systems covers an array of various duties — overseeing the overall marketing strategy and execution including: Public Relations, Web/online initiatives, multimedia, direct mail, print material design, branding initiatives, green initiatives, and sales.

Advising & Student Success

The Student Success Center is a one-stop shop for CSU Stanislaus business students. The SSC facilitates the educational and career goals of students by providing services such as academic advising, career information, and scholarship information. Contact the SSC at (209) 667-3864 or e-mail cbassc@csustan.edu.



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