Why Choose Marketing as an Option?

Marketing is largely a social process that focuses on how a business must meet the needs of potential and current customers. Marketing provides the skills to determine those needs, provides the most effective means of communicating the availability of products and services to satisfy those needs and how to deliver these products and services to customers and potential customers in the most efficient way.

For those students who are earning majors outside of the College of Business Administration, their degree can be complemented with a minor in Marketing. At the graduate level, MBA students can obtain a specialization in Marketing.

For more information please visit: csulb.edu/cba/marketing

Testimonials

“I strongly recommend a marketing degree from CSULB to anyone who is looking for an outstanding return on investment.”

Peter Vasilion, Marketing Major, Class of 2012

“The teaching style of my marketing professors was so hands on and captivating that it made going to the class fun.”

Jessica Garcia, Theatre Arts Major & Marketing Minor

“I commend CSULB for being a marketing leader by introducing upcoming relevant trends, such as sustainability.”

Jennifer Stellmacher Rheault, MBA Class of 2012

Careers & Opportunities in Marketing

• Social Media Planner
• Sales Representative
• Retail Buyer
• Advertising Account Executive
• Brand/Product Manager
• Online Account Executive
• Online Sales Manager
• Media Sales Manager
• Non-profit Fund Raiser
• Event Coordinator and Publication Specialist
• Market Research Analyst
• e-Commerce Marketing Director
• Channel Development Director

The Best Marketing Program!

• Our Marketing program is an opportunity for students to learn about all aspects of marketing from how to create a new product or service to how to market their product or service.
• Faculty use in-class lectures, marketing exercises and activities, internships, projects, and guest lectures from industry.
• Where else can you let your creative juices flow, learn a career, have fun, and be well-trained to start your career in Marketing.

Marketing Student Groups & Activities

The American Marketing Association provides students with a variety of opportunities that enhance their education experience at CSULB. Our university chapter of the AMA is a student-run marketing club that ranks as one of the top student AMA clubs in the country. The club provides students with unique opportunities and training for careers in marketing.

• It includes Industry 241 - a consulting agency, internships, career resources and workshops.
• Consistently ranks as one of the top Student AMA clubs in the country
• Students win awards each year in AMA national competitions that are displayed in our department.

For more information please visit: csulbama.com

Marketing Faculty

The Department of Marketing includes a talented faculty, committed to excellence in teaching and research that advances business practice and scientific understanding. We have faculty that specialize in Social Media & Digital Marketing, Branding, B2B Marketing, International Marketing, and more.

Ingrid M. Martin (University of Southern California)
Chair, Department of Marketing

Mary Celsi (University of California, Irvine)

Pamela Miles Homer (University of Oregon)

David Horne (University of Michigan)

Director, Graduate Programs

Sam Min (Purdue University)

Risto Moisio (University of Nebraska)

Sayantani Mukherjee (University of California, Irvine)

Hieu Nguyen (University of Texas, Arlington)

Thuc-Doan Nguyen (University of Utah)

Tianjiao Qiu (University of Illinois)

Praveen Soni (Pennsylvania State University)

Alex Tao Wu (University of Utah)

Terrence Witkowski (University of California, Berkeley)

Director, International Business Program

For full information on our exemplary Marketing Faculty please visit:
csulb.edu/cba/marketing/faculty