

# 2020-21 Business Administration, B.S. Marketing Management Concentration

## Why Cal State East Bay

The College of Business & Economics (CBE) provides a leading-edge curriculum and a customizable approach to business education. Our B.S. in Business Administration is structured around a core set of classes that develop comprehensive business perspectives and skills. With classes that range from International Business to Professional Business Ethics to Marketing Principles, a graduate in our program is poised for a lifetime of achievement in the professional world.

## What Makes Our Program Distinctive



Students completing the coursework in the Marketing Management concentration acquire the knowledge and skills necessary to understand the needs of customers and the market, to design effective marketing strategies, and to successfully implement and monitor the chosen marketing program. The concentration prepares students for careers in advertising and promotion, brand and product management, sales management, retailing, non-profit, international marketing, marketing research, new product planning, marketing logistics and public relations.

## Career Readiness



The CBE Office of Career & Professional Development provides networking events, mentorship programs, leadership and career preparation workshops, where our students can hone their skills and make the connections necessary to launch their careers. As your partner for career and recruitment success, we provide quality services, support career preparedness initiatives and offer college-wide career programming for all College of Business & Economics students, alumni, and employers. It's never too early to begin thinking about your career. Successful careers start with a strong strategy. We provide CBE exclusive workshops, company information sessions, internship opportunities, networking events, and other resources that will guide you through the career planning process and help develop that strategy.

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## Student Support



As you focus on your studies, the CBE Office of Undergraduate Advising focuses on you. Our office is here to help make your undergraduate experience a positive and enriching journey. Our professional advisors and friendly staff are fully engaged in furthering your academic success by providing personalized academic guidance and resources from your freshman to your senior year. Our main functions are academic advising, transcript evaluation upon admission to the major, and providing audits for graduation. We also manage registration and assist with other College or University policies and procedures. We strive to provide proactive, timely and accurate academic support.

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## Lower Division Core Courses

- STAT 110 Statistics for Business or STAT 100 Statistics & Probabilities
- MATH 110 Finite Math for Business  
MATH 180 Math for Business with Calculus
- ECON 200 Principles of Microeconomics
- ECON 205 Principles of Macroeconomics
- ACCT 210 Intro to Financial Accounting
- ACCT 215 Intro to Managerial Accounting
- ACCT 220 Legal Environment of Business

## Upper Division Core Courses

- FIN 300 Financial Management
- ITM 300 Information Technology Management
- MGMT 300 Business & Professional Ethics
- MGMT 350 Decision Science
- MKTG 300 Marketing Principles
- MGMT 310 Organizational Behavior
- BUS 335 Communications in Team Building
- MGMT 360 Operations Management
- MGMT 370 Business, Government & Society
- ECON 380 Managerial Economics
- MGMT 385 International Business or ECON 385 Global Economic Analysis

## Capstone Course

- MGMT 499 Strategic Business Management

## Marketing Concentration

- MKTG 310 Marketing Research
- MKTG 314 Consumer Behavior
- MKTG 440 Marketing Strategy

## Concentration Electives (3)

- MKTG 312 Marketing Analytics
- MKTG 415 Corporate Communications
- MKTG 420 Product, Service & Brand Mgmt
- MKTG 424 Sales Management
- MKTG 425 Business-to-Business Marketing
- MKTG 426 Advertising & Promotion Mgmt
- MKTG 427 Digital Marketing & Social Media
- MKTG 430 International Marketing
- MKTG 432 Marketing for New Ventures
- MKTG 434 Social and Digital Media Analytics
- MKTG 497 Selected Marketing Topics

