WHY SHOULD YOU STUDY MARKETING??

Provides access to GREAT career choices in a variety of industries and sectors including retail, manufacturing, financial and public services, fast moving consumer goods, and advertising.

Marketing graduates are CAREER READY confident, and prepared to lead in an ever-changing marketing environment.

PERFECT concentration for those who want to learn how to research and satisfy customer needs through product and service development, planning, placement, pricing, advertising, promotion and distribution.

SUCCESSFUL marketers create remarkable experiences for customers.

WHAT KIND OF JOBS ARE THERE?

Public Relations Manager  MEDIA BUYER
Content Writer  Project Manager
Creative Assistant  Online Product Manager
EMAIL MARKETER  Brand Strategist
MARKETING DATA ANALYST  Media Assistant  Web Marketing Manager
Market Research Analyst
Promotions Coordinator  Publicity Assistant
VICE PRESIDENT OF MARKETING
Advertising Director  SALES CONSULTANT
Media Researcher  Communications Assistant
MARKETING ASSISTANT  Brand Manager
Business Analyst  Digital Marketer
Sales and Marketing Analyst  Editor
EMAIL MARKETING SPECIALIST
UX Designer  MARKETING ASSOCIATE
Consultant  EVENT COORDINATOR

$ $$ $ $$ BASED ON EXPERIENCE

$0  $50K  $100K  $150K

ENTRY  MID CAREER  LATE CAREER

MARKETING ASSISTANT
SALES REPRESENTATIVE
MARKETING SPECIALIST
ACCOUNT MANAGER
MARKETING MANAGER
BRAND MANAGER
MARKETING DIRECTOR
BUSINESS DEVELOPMENT DIRECTOR

WHY CSUEB?

The Department of Marketing is committed to providing a quality curriculum in marketing and entrepreneurship. Our goal is to prepare our graduates with a set of knowledge, skills, experiences, and qualities that are relevant to the changing requirements of employers in marketing. We strive to engage in continuous learning to equip our graduates in a globally competitive business environment.