



Corporate participants in the program include companies such as Automatic Data Processing, Morpace Research, Sears, Macy's West, Minolta, Pacific Life Companies, Target Stores, Terra Universal, Enterprise Rent-A-Car, and Toshiba America Medical Systems. Additional information is available through Professor Doug LaBahn at (714) 278-3197, dlabahn@fullerton.edu.

The marketing major provides all students with numerous avenues for learning-by-doing. Throughout the curriculum, individual and group Internet search projects are assigned. With such a solid academic foundation – as well as opportunities for cutting-edge, hands-on experience – it is not surprising that the graduates play prominent roles in regional and national business. For example, they are involved in managing a \$200M consumer product; turning around a \$10M lumber business in Mexico; many are presidents and vice presidents of major U.S. retail chains, manufacturing firms, and banks. These alumni started their careers in Cal State Fullerton's Department of Business Administration.

What activities can I join?

The student chapter of the American Marketing Association (AMA) is very active on campus and has received various awards nationally. When you join, you will benefit both professionally and personally. Professionally, you can participate and assist in managing the organization and planning the program. You will associate with speakers from the business community who serve as career mentors. Since the student chapter is affiliated with the Orange County professional chapter of the AMA, you will also be able to network with marketing practitioners and learn about career opportunities.

Where can I get more information?

Academic advisement for all undergraduate business students can be obtained in the Business Advising Center. Information is available on admission requirements, curriculum and graduation requirements, and transfer course evaluations. For further information and specific hours, please call (714) 278-2211, or check our website at www.business.fullerton.edu.

To find out more about faculty members, courses, careers, and other information, check our website at www.business.fullerton.edu/marketing. You may also find more information on the bulletin boards on the ninth floor of College Park. Stop by any time in the Department Office in College Park 900, or call us at (714) 278-2223.

Why should I select a marketing concentration in the College of Business and Economics at Cal State Fullerton?

Marketing offers a wide range of professions to candidates aspiring to be business leaders of tomorrow and is considered one of the most exciting and glamorous professions in the business field. Specifically, marketing is the implementation of specific philosophies and crucial strategies that guide a company to effectively fill the needs and desires of consumers. Marketing creates the attitude and image portrayed by a company.

Career opportunities are almost limitless for a marketing major. The flexibility offered by this major makes it particularly appealing for students at the beginning of their professional careers. Prospective employers are most receptive to Cal State Fullerton's marketing graduates, valuing their creative problem-solving abilities, computer technology expertise, interpersonal communication skills and their overall business acumen.

What career opportunities are available?

Effective marketing is critical to both profit and not-for-profit organizations that research, anticipate and satisfy the ever-changing needs of their customers and clients. In return, they reap the benefits that allow them to sustain and grow their operations. Because talented, well-prepared marketing personnel are so vital to an organization's success, they are frequently the highest paid people in the business arena. The marketplace today holds impressive rewards for graduates with marketing degrees—they are in high demand.

Many career paths can be created with a concentration in marketing from Cal State Fullerton. Graduates can develop careers working with the client side of the business as account executives or as creative directors who design ad campaigns, or start as customer service representatives who ensure customer satisfaction and loyalty. They can have successful careers in brand management positions with Nike and Oakley; conduct market research for Microsoft or Intel; and sell pharmaceuticals for Pfizer or Merck, medical devices for Johnson & Johnson, payroll services for ADP, and business products for Xerox.

Why a marketing concentration at Cal State Fullerton?

Cal State Fullerton is home to one of the largest undergraduate business programs in the nation. We are accredited by the Association to Advance Collegiate Schools of Business, and are a popular choice for students in the Southern California area. Two integral components of an educational program are the faculty and the students, which are at the center of the marketing concentration program.

The faculty members are highly distinguished. The College of Business and Economics has recognized seven professors from the Department of Marketing as “Outstanding Faculty” for their contributions to the college and their service to the students. The department is equally proud of its students, who have won the nationwide General Motors Marketing Internship Competition five times since its inception in 1994 – more wins than any other university! They have also excelled in entrepreneurship. A graduate class has won first place in the national competition organized by the Small Business Institute several times.

Such accolades result from dedicated hard work and ongoing program innovations, which ensure that the department is consistently forward-looking and focused on state-of-the-art techniques and trends. With the nation’s business future in mind, students must learn to use technology for research, problem solving, communication, and presentation. Team building and analytic skills – essential in today’s business world – are also emphasized.

What are the program requirements?

The program leads to a Bachelor of Arts degree in Business Administration with a concentration in Marketing. To earn the degree, all students are required to complete the university’s general education requirements, as well as the following three areas of the business administration major:

The Business Administration Core (51 units)

All students in business administration are required to complete a common body of core requirements covering the foundation areas of business administration and global business. The core ensures that every graduating student will have the intellectual and professional tools in the fields of accounting, economics, finance, management, management science/information systems and marketing to succeed in a responsible position in the business world.

Lower Division: Accounting 201A, 201B; Business Administration 201, Economics 201, 202; Management 246; Info Sys/Decision Sci 265; and Math 135/130.

Upper Division: Business Administration 301; Economics 315; Finance 320; Management 339, 340; Marketing 351; Info Sys/Decision Sci 361A, 361B; and Global Business elective.

Specialized Courses in the Marketing Concentration (18 units)

Required Courses (12 units)

Marketing 353 Marketing Information Technology, which focuses on the application of marketing concepts and solving marketing problems using information technology.

Marketing 370 Buyer Behavior, which emphasizes the buying decision process and the factors that influence buying behavior.

Marketing 379 Marketing Research, which aims at learning to use research in studying markets, evaluating the effectiveness of marketing strategies and the marketing process.

Marketing 489 Developing Marketing Strategies, a senior level course, which brings all marketing aspects together, and focuses on analyzing different business situations and developing marketing strategies.

Elective Courses (6 units)

Depending on their interest, students select two from the following:

Marketing 401 Professional Sales

Marketing 405 Integrated Marketing Communications

Marketing 415 Sales Management

Marketing 425 Retail Merchandising

Marketing 430 Sports Marketing

Marketing 445 International Marketing

Marketing 455 Strategic Internet Marketing

Marketing 465 Managing Services Marketing

Marketing 475 Export Marketing Strategies

Additional information is available in the University Catalog, or on the Marketing Department web page at business.fullerton.edu/marketing/courses.

Required Capstone Course (3 units)

The program culminates with the capstone course, Management 449 Seminar in Strategic Management. This seminar provides an additional focus on what has been learned in the core and concentration through applications in significant, current and real business problems.

What scholarships and awards are available?

The Department of Marketing grants numerous awards and scholarships. Detailed information may be obtained through the Department of Marketing, University Hall 313, at (714) 278-2223.

What special features and programs are available?

Honors Networking Program

Students maintaining a high GPA may be eligible for the Honors Networking Program. This is an innovative forum, with effective cooperation from the leading companies in the business community, the Department of Marketing faculty, and the marketing students. The forum offers students an invaluable opportunity to enhance their marketing knowledge and skills and better prepare themselves by working closely with industry leaders on real world projects.

Early each semester, a breakfast is organized so honor students can meet with the Corporate Networking Partners. The goal of this program is to ensure that the best marketing majors and the corporate partners can explore and capitalize on opportunities for careers, internships and special projects.