



MARKETING

Drawing from economics, psychology, sociology, and finance, marketing entails understanding the competition, connecting with customers, and building brand recognition.

Marketing is changing rapidly as businesses embrace a new world of social media, mobile access, e-commerce and big data. The key responsibilities of marketing include creating and assessing innovative products, and determining how to improve the customer experience.

A marketing degree provides the basis for a purpose-driven career in such areas as: advertising, sales, new product development, brand or product marketing, retail buying, market analysis, and marketing research. Marketing practice entails evaluating the core needs of the customer, distinguishing the firm from its competition, and improving value through positive brand recognition. The marketing degree has three emphasis areas:

BUSINESS AND TECHNOLOGY | This emphasis has two distinctive courses, sales management and social media. These marketing functions are particularly important for enterprises, businesses and technology oriented companies.

CONSUMER AND CHANNEL MARKETING | The distinctive course in this emphasis is multichannel retailing. The design and management of store, catalog, and internet-based retail venues become critical to create an omni-channel experience for consumers.

INDIVIDUALLY DESIGNED EMPHASIS | An individually designed Marketing emphasis is also possible, where courses are selected with and approved by the student's marketing faculty advisor. For a full listing of marketing courses, see the Santa Clara University Undergraduate Bulletin.

To develop experience beyond the classroom, we promote internships at large companies such as Google and Meta as well as local startups.

CAREERS IN MARKETING

A marketing degree equips graduates for a marketing career using analytic and strategic skills developed in the program. Majors also pursue careers in digital marketing, e-commerce, retailing, sales, channel management, advertising, brand and product management, and marketing research. Undergraduate marketing classes emphasize SCU's Silicon Valley connection by class projects that deliver actual plans to senior executives from a variety of local companies like Google, eBay, and Meta. Our alumni work at companies like Apple, Amazon, NVIDIA, and SAP.

FACULTY RESEARCH

Marketing faculty in the Leavey School of Business are well regarded scholars whose work is published in leading journals around the world. Because of our location in Silicon Valley, faculty research has special focus on technology product development and marketing, electronic commerce, channel marketing and retailing.



Requirements for the Marketing Major*

<input type="checkbox"/>	MKTG 181	Principles of Marketing
<input type="checkbox"/>	MKTG 182	Analysis for Marketing Decisions
<input type="checkbox"/>	MKTG 183	Customer Behavior

Plus three courses in an area of marketing emphasis***, selected from the following:

Business and Technology Marketing Emphasis

<input type="checkbox"/>	MKTG 174	AI for Customer Analytics
<input type="checkbox"/>	MKTG 175	Internet Marketing
<input type="checkbox"/>	MKTG 177	Social Media Marketing
<input type="checkbox"/>	MKTG 180	Contemporary Topics in Consumer Behavior
<input type="checkbox"/>	MKTG 185	Sales Management**
<input type="checkbox"/>	MKTG 186	Integrated Marketing Communications
<input type="checkbox"/>	MKTG 187	Innovation and New Product Marketing**
<input type="checkbox"/>	MKTG 189	Sustainability Marketing
<input type="checkbox"/>	MKTG 190	Brand and Content Marketing
<input type="checkbox"/>	MKTG 191	Customer Experience Management
<input type="checkbox"/>	MKTG 192	Marketing Analytics
<input type="checkbox"/>	MKTG 193	Pricing Strategy
<input type="checkbox"/>	MKTG 194	Business to Business Marketing

Consumer and Channel Marketing Emphasis

<input type="checkbox"/>	MKTG 165	Customer-Centric Retailing**
<input type="checkbox"/>	MKTG 174	AI for Customer Analysis
<input type="checkbox"/>	MKTG 175	Internet Marketing and E-commerce
<input type="checkbox"/>	MKTG 177	Social Media Marketing
<input type="checkbox"/>	MKTG 186	Integrated Marketing Communications**
<input type="checkbox"/>	MKTG 187	Innovation and New Product Marketing
<input type="checkbox"/>	MKTG 188	Marketing in Online Game & Entertainment Industry
<input type="checkbox"/>	MKTG 189	Sustainability Marketing
<input type="checkbox"/>	MKTG 190	Brand and Content Marketing
<input type="checkbox"/>	MKTG 191	Customer Experience Management
<input type="checkbox"/>	MKTG 193	Pricing Strategy
<input type="checkbox"/>	MKTG 194	Business to Business Marketing

Individually Designed Emphasis

Courses are selected with the student's marketing faculty advisor. The three required courses can be selected from either area of emphasis above.

<input type="checkbox"/>	MKTG 198	Internship Elective****
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*In addition to University Core Curriculum and Leavey School of Business requirements for B.S. degree in Commerce.

**Strongly recommended.

***An emphasis will not appear on a student's transcript.

****MKTG 198 should be designed to augment the student's career goals. However it cannot be substituted for an elective course in the major.

MARKETING MINOR

A minor in Marketing will provide a broader understanding of the customer experience that is critical to companies today. The minor provides a strong foundation in understanding the value of a customer-centered focus, how to develop

a marketing strategy as well as strengthening the ability to think strategically, creatively, and analytically to make decisions with a deeper understanding of stages of the customer journey. The minor is currently available to business majors.



Santa Clara
Leavey School of Business

Marketing Department
Leavey School of Business
Santa Clara University
408-554-4580
marketing@scu.edu
scu.edu/business/marketing



Access our complete library of informational materials, detailing Leavey's academic majors, minors, and additional programs.

