



CALIFORNIA STATE UNIVERSITY  
**FULLERTON**

MIHAYLO COLLEGE  
OF BUSINESS AND ECONOMICS

# MBA Find Your Focus:

# Marketing

# What is Marketing?

- Marketing: the process through which goods and services move from concept to customer
  - Creating the attitude and image of a product or company
- The 4 P's of Marketing:
  - Product
  - Price
  - Place
  - Promotion Strategy
- “The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.” - Peter F. Drucker



# Bureau of Labor Statistics: Marketing Managers

**EVERY  
THING**  
— IS —  
*Marketing*



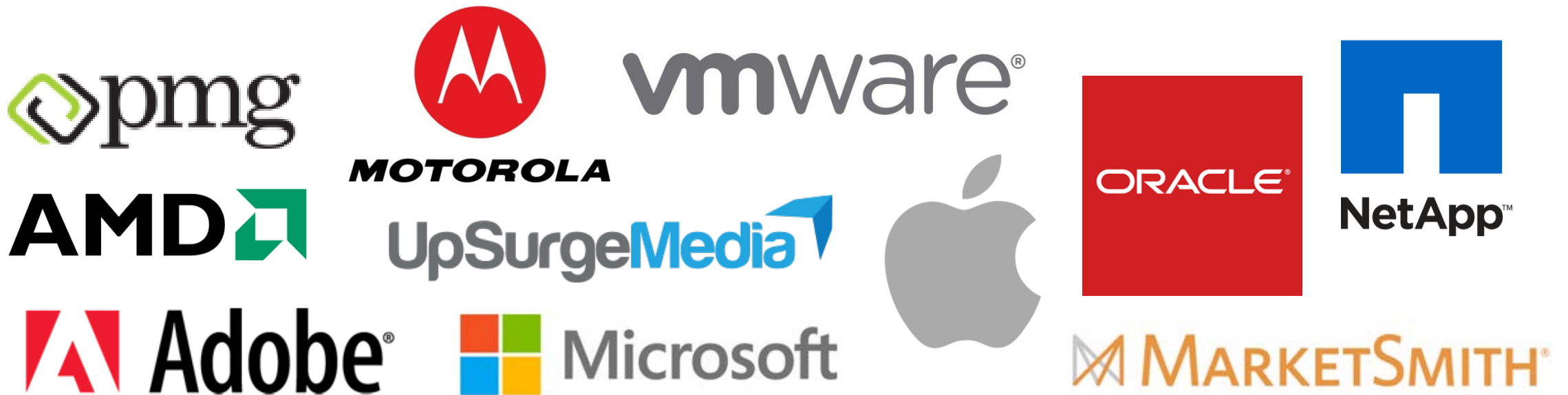
- Job growth 13% from 2012-2022
- Median annual wage range pay: \$119,480
- High annual wage range pay: \$187,200
- Important Qualities of a Marketing Manager: analytical, good communication skills, creative, good decision-making skills, good interpersonal skills, organized

# Sample Courses

- MKTG 545 Nonprofit and Societal Marketing (3 units)  
Applying marketing techniques to social change and nonprofit organizational contexts. Applying marketing resources and tools to address the challenges inherent in such organizations.
- MKTG 596T Contemporary Topics in Marketing (3 units)  
Framework for customer-focused management; how to increase quality and calculate customer lifetime value and profitability. May be repeated three times for credit.
- MKTG 450 Visual Marketing (3 units)  
In Visual Marketing students will develop marketing communications through image creation tools such as Adobe Photoshop, Prezi, Adobe Premiere, and Repousse (3D). By the end of the term, students will be able to seamlessly integrate marketing communications (print, video and web) into the technological cloud. No previous experience is necessary, but there are technological requirements for the course.
- MKTG 575 Product and Brand Management (3 units)  
In Product and Brand Management, students will learn how to develop products and brands that deliver value to consumers. Using a case-based approach, students will engage in problem discovery, and develop a product or brand that solves the problem.

# Career Opportunities

- Market Research Analyst
- Art Directors
- Sales Managers
- Brand Manager
- Product Manager
- Account Supervisor
- Merchandise Manager



# The Sales Leadership Center

- Mission Statement: To “Ignite Sales Careers” for all students by elevating the understanding and attractiveness of sales careers.
- Provides students with an opportunity to learn sales skills in a classroom environment through interactive workshops and earn the Sales Leadership Center's Certificate of Professional Sales.
- Hosts on campus sales competition, sales training courses, workshops, executive speakers, student information sessions and career fairs for students to develop sales skills and learn about potential sales career opportunities.

For more details, visit: [CSUF SLC](#)

# Student Organizations



- **Pi Sigma Epsilon:** a professional business fraternity providing students of all majors the chance to learn hands-on about marketing

For more information, visit: [Pi Sigma Epsilon](#)

- **American Marketing Association:** a student organization that provides resources for students to be successful in future sales and marketing careers

For more information, visit: [American Marketing Association](#)



\*for information on other business clubs, visit: [Mihaylo Clubs](#)



# Student Organizations



- **MBA Association:** to provide graduate business students with a professional, educational, and social network comprised of classmates, faculty, and administration at California State University, Fullerton (CSUF).
- For more information, visit: [CSUF MBA Association](#)

\*for information on other business clubs, visit: [Mihaylo Clubs](#)

# References

[CSUF Mihaylo MBA Concentrations Website](#)

[Business Dictionary: Marketing](#)

[Forbes: Marketing](#)

[CSUF Marketing Careers List](#)

[Bureau of Labor Statistics: Marketing Managers](#)