

Meet the Majors: Marketing



BS Marketing



BS Marketing teaches students about branding and promotion of goods and services targeted to specific audiences through demographics.



BS Marketing

Digital Marketing Concentration

Digital Marketing provides students with the practical knowledge and skillsets necessary to succeed in digital and social media marketing.

A background image showing a group of students in a classroom or lecture hall, looking attentively towards the left. The image is overlaid with a semi-transparent purple filter. The students are diverse in age and ethnicity. One student in the foreground is wearing a grey Adidas t-shirt with 'CLIPPERS' printed on it. Another student is wearing a smartwatch.

BS Marketing

Marketing Analytics Concentration

Marketing Analytics is designed to equip students with the practical knowledge and skillsets necessary to make data-driven decisions.



BS Marketing

Professional Sales Concentration

Professional Sales prepares students with the practical knowledge and skillsets necessary to excel in the dynamic domain of professional selling.

Marketing Industry Job Growth



Career Paths: Content Strategist, Digital Marketing Analyst, Marketing Manager, Sales Manager, Social Media Manager, Market Research Analyst