UC RIVERSIDE | School of Business
A. GARY ANDERSON GRADUATE SCHOOL OF MANAGEMENT

BUSINESS ADMINISTRATION
MARKETING
CONCENTRATION

Marketing professionals use data and insights to forecast, promote products or services, and react to market trends.

Marketing is the driving function that spearheads the trajectory of any organization. Marketing analysts utilize their understanding of consumer needs to form the optimal product or service design and then decide which placement and promotion strategy at which price point is the most fit for that product or service.

UCR sets itself as a prime example of one of the fundamental concepts of marketing: remaining agile in today's dynamic business landscape. Our students are guided to success by courses that are up-to-date with the latest practices in the field of marketing, utilizing case studies, real-world examples, and hands-on learning.

WHY UCR?

No. 1
Public University for Social Mobility
U.S. News, 2020-2023

TOP 12
Public University Best Value Colleges
Forbes

Riverside has the
5TH HIGHEST JOB-GROWTH
pace in the U.S

38%	54%	40	6	18+
Students from underrepresented racial groups	First-generation students	World-renowned research faculty members	Business-specific, faculty-led study abroad programs	Professional business clubs

AMA UCR AMERICAN MARKETING ASSOCIATION

JOIN A PROFESSIONAL NETWORK TO BUILD YOUR CAREER

UCR's chapter of the American Marketing Association is a business student-run organization focused on developing students into successful leaders in the field of marketing, advertising, public relations, sales, and other related fields. The group coordinates and participates in professional events, conferences, and other workshops that help students develop their professional self, leadership, and career path.

MARKETING

COURSES:

After completing the business administration degree core courses, you can choose among 80 diverse elective options including courses specifically designated to marketing. Our curriculum covers dynamic courses like Digital and Data-Driven Marketing to highly practical courses like Pricing Strategy and Brand Management, all of which help you stay up-to-date with current industry practices.

BUSINESS & MARKETING INVOLVEMENT OPPORTUNITIES:

- American Marketing Association (AMA)
- Black Scholars in Business
- Business Strategy Club (BSC)
- California Future Business Leaders of America (FBLA)
- Highlander Business Society
- Highlander Consulting Group
- Hylander Financial Group
- Hylander Student Investment Fund
- Latino Business Student Association (LBSA)
- Phi Chi Theta
- The Product Club
- Student Business Leadership Council (SBLC)
- Undergraduate Business Association (UBA)
- Women in Business

KEY SKILLS YOU'LL GAIN:

- Creativity
- Communication skills
- Data analytics skills
- Market research skills
- Project management skills
- Knowledge of digital marketing
- Knowledge of brand management

CAREER OPPORTUNITIES:

Marketing positions are critical to businesses in today's competitive landscape. Salaries for marketing positions can range from $60,000 to $115,000 in California. These jobs vary significantly by industry, experience level, management function, and location. No matter where you start, the opportunity for advancement is high.

POTENTIAL CAREER PATHS:

- Marketing Research Analyst / Consultant
- Marketing / Sales Representative
- Brand Manager
- Digital Marketing Manager

UPPER MANAGEMENT POSITIONS:

- Chief Marketing Officer (CMO)
- Vice President of Marketing
- Vice President of Sales
- Marketing Director

TOP EMPLOYERS:

Goldman Sachs, esri, Google, Bank of America, citi, PepsiCo, amazon, accenture, SEO, Meta, Kaiser Permanente

Undergraduate Business Programs
OLMSTED HALL 2340
School of Business Bldg 241
(Eff. Sept 16, 2023)

business.ucr.edu
undergradbusiness@ucr.edu
(951) 827-4551

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