

Bachelor of Science in Business Administration Concentration in Marketing

Careers:

marketing research analyst, communications manager, new product developer, purchasing manager, advertising strategist, business consultant, sales/account executive, customer relations manager, direct marketing specialist, social media manager, e-commerce analyst, logistics manager, merchandising manager, product manager, public relations specialist, development director, retail manager

UNIVERSITY OF THE
PACIFIC
Eberhardt School of Business



PERSONAL

RELEVANT

PROFESSIONAL

Marketing Concentration

BUSI 141	Marketing Research
BUSI 165	International Marketing
Two courses from the following:	
BUSI 142	Personal Selling and Sales Management
BUSI 143	Product Innovation
BUSI 147	Consumer Behavior
BUSI 148	Promotions Management
BUSI 149	Strategic Marketing

Core Business Course Requirements

BUSI 10	Dean's Seminar (required for entering freshmen)
BUSI 31	Principles of Financial Accounting
BUSI 33	Principles of Managerial Accounting
BUSI 53	The Legal & Ethical Environment of Business
BUSI 100	Management Information Systems
BUSI 104	Operations Management
BUSI 105	Financial Management
BUSI 107	Marketing Management
BUSI 109	Management & Organizational Behavior
BUSI 110	Career Development Seminar (required for juniors)
BUSI 181	Strategic Management & Policy

Pre-Professional Skill Requirements

BUSI 23	Business Communications (or ENGL 25 English Studies)
COMM 27	Public Speaking (fulfills GE IIA requirement)
MATH 45	Finite Mathematics & Calculus (fulfills GE IIIB requirement)
MATH 37	Probability & Statistics
COMP 25	Computers & Information Processing
ECON 53	Microeconomics (fulfills GE IA requirement)
ECON 55	Macroeconomics (fulfills GE IB requirement)

General Education Requirements

PACS I	What is a Good Society? (entering freshmen only)
PACS II	Topical Seminar on a Good Society (entering freshmen only)
PACS III	What is an Ethical Life?
IC	Global Studies (transfers only)
IIB	Worldviews & Ethics
IIC	Visual & Performing Arts
IIIA	Natural Sciences (with lab)
IIIC	Science, Technology & Society OR second IIIA Natural Sciences course; (transfers only)

Diversity Requirement

The University of the Pacific requires that all students who earn a bachelor's degree must successfully complete at least one 3 or 4-unit officially designated diversity course. These courses may also be used to meet general education and/or major/minor requirements.

Sample 4-Year Plan

FRESHMAN FALL

BUSI 10	Dean's Seminar
ECON 53	Microeconomics
MATH 45	Finite Mathematics & Calculus
PACS I	What is a Good Society? GE/Diversity/Elective

FRESHMAN SPRING

BUSI 53	Business Law
ECON 55	Macroeconomics
COMP 25	Computers & Information Processing
PACS2	Topical Seminar on a Good Society Activity Course

SOPHOMORE FALL

BUSI 23	Business Communications (or ENGL 25)
MATH 37	Probability & Statistics
BUSI 31	Principles of Financial Accounting
COMM 27	Public Speaking

SOPHOMORE SPRING

BUSI 33	Principles of Managerial Accounting
BUSI 100	Management Information Systems
BUSI 107	Marketing Management GE/Diversity/Elective

JUNIOR FALL

BUSI 105	Financial Management
BUSI 109	Management & Organizational Behavior
BUSI 110	Career Development Management GE/Diversity/Elective GE/Diversity/Elective

JUNIOR SPRING

BUSI 104	Operations Management
BUSI 140	Promotions Management GE/Diversity/Elective GE/Diversity/Elective Activity Course

SENIOR FALL

BUSI 141	Marketing Research
BUSI 147	Consumer Behavior
PACS 3	What is an Ethical Life? GE/Diversity/Elective

SENIOR SPRING

BUSI 165	International Marketing
BUSI 181	Strategic Management & Policy GE/Diversity/Elective GE/Diversity/Elective

Business degree programs require 128 semester units for graduation. Course requirements and availability are subject to change. Please see applicable University catalog for comprehensive details for all general academic regulations and requirements for the BSBA degree program.



Career Management

The Eberhardt School of Business places a significant value on the career success of its graduates and provides support and resources exclusive to business students. Through a required career seminar and personal guidance from our expert career consultant, students develop the skills and tools necessary to successfully navigate the search for internships and jobs. The Eberhardt Career Management Center has long-established relationships with employers in a diverse range of industries and business disciplines who provide internship and career opportunities to our students and graduates. Additionally, our support of Eberhardt graduates extends to our alumni to help them achieve greater success in their professional careers.

- Nearly 60% of business students participate in at least one internship during college
- About 80% of graduates are employed or attending graduate school within 3 months of graduation
- Average starting salary of business graduates is \$47,500; salary range is \$25,000 - \$80,000
- Recent employers include Adobe, Aerotek, Apple, Armanino LLP, Cisco Systems, Clorox, Deloitte, Disney World, E&J Gallo Winery, Ernst & Young LLP, First Investors, Foster Farms, Frito-Lay (PepsiCo), IBM, Intel, JB Hunt Intermodal, KPMG LLP, Morgan Stanley Wealth Management, Pacific Gas & Electric, Target, Williams-Sonoma



For more information:
[Pacific.edu/Business](https://www.pacific.edu/Business)

UNIVERSITY OF THE
PACIFIC
Eberhardt School of Business