

Department of Marketing

# MBA In Marketing

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## Why Choose an MBA in Marketing?

Marketing helps firms to inform and engage consumers. Through marketing, companies build their reputation (their brand), drive sales and plan growth. Most CEO's have marketing backgrounds given the importance to a firm's survival. Marketing takes place in for-profit, nonprofit and government agencies and according to the Bureau of Labor Statistics, marketing jobs are expected to increase faster than average by 8% until 2028. Advertising, promotions, and marketing managers make a median salary of \$135,900. Marketing jobs offer opportunities such as:

- Marketing Manager/Specialist
- Advertising Manager/Specialist
- Brand Manager
- Digital Marketing Manager
- Marketing Analyst
- Sports & Entertainment Agent
- Retail Manager
- And many more

Marketing is exciting, future oriented and visionary. A career in marketing means you can find a job in any industry that you like. In today's world with so much competition, marketing is vital to any business to be able to distinguish their offering from competitors.

Courses in Marketing provide theory AND real world experiences such as marketing plans and market research studies taught by faculty who have worked or are currently in the field in such positions as brand managers, consultants, retail manager and sales in the US and abroad.

For more on the MBA Program, please visit their website.

MBA Website



Make a Gift to JHBC



JHBC Schedule Advising Appt

## Contact Us

### Marketing

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 (909) 537-5749

 JB-458B

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### Office Hours

**Monday - Friday:**

8:00 am-5:00 pm

**Saturday - Sunday:**

Closed

### Internships

There are no scheduled upcoming events at this time.



California State University, San Bernardino  
5500 University Parkway

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Also of Interest

Sports & Entertainment Marketing

Road Map

American Marketing Association (AMA)

Login

- myCoyote
- Canvas
- Student Email
- Faculty & Staff Email
- Drupal Login

Employment

- Job Listings
- Faculty Jobs
- Career Center
- Human Resources
- Student Employment

Of Interest to...

- Future Students
- Current Students
- Faculty & Staff
- Full-Time Faculty
- Part-Time Faculty
- Community & Visitors
- Alumni & Friends
- University Partners
- Military/Veterans

Resources

- Contact
- Clery Act
- Annual Security Report
- Annual Safety Reports
- Title IX Notice
- Disclosure of Consumer Information

Campus Services

- Academic Advising
- Housing & Residential Life
- Ombuds Services
- Parking
- Police
- Psychological Counseling

Services to Students with Disabilities

Student Health Center

Technology Support

Transcripts

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