

Marketing

Cal Poly's Marketing concentration cultivates agile marketers, who integrate data analytics, critical thinking and creativity. The curriculum is a conscious balance among the technical rigors of data, the nuance of creative strategy, and the finesse of customer relationship management. In each marketing course, faculty build opportunity for students to provide data-driven guidance and creative solutions to local startups, Cal Poly organizations, and the community. These experiences produce marketing graduates who are career ready, confident, and prepared to lead in an ever-changing marketing environment.

The marketing concentration is open to business administration and economics majors. Cal Poly also offers an integrated marketing communications minor open to all students.

[Additional information about the Marketing Concentration](#)

Declare a Concentration in Marketing

Marketing Curriculum

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19-20 catalog

