MARKETING PROGRAM

Overview

The Marketing program focuses on some of the most exciting areas of business. Marketers draw upon lessons from many disciplines to understand consumers, develop need-satisfying products and services, and help their firms achieve superior results.

Our award winning faculty have advanced degrees in their field and many have held high level managerial positions. This enables them to blend insights from academia and industry to help students understand both the theory and practice of Marketing. We also provide many opportunities for students to grow outside the classroom including club events, field trips, internships, and career building exercises. Through this blend of classroom and extra-curricular activities, we help students develop personally and professionally.

Companies That Have Hired CSI Marketing Majors
CSI Marketing graduates are building careers in a wide variety of firms and industries, including:
- American Broadcasting Company
- American Express
- Bristol-Myers Squibb
- Con Edison
- Deutsche Bank
- Fastenal
- Fox Cable Sports
- GfK
- Johnson & Johnson
- JP Morgan Chase
- Macy’s
- Parfums Christian Dior

Positions Held by CSI Marketing Alumni
CSI Marketing graduates are working in many facets of marketing, in positions such as:
- Account Manager
- Assistant Sales Manager
- Client Relationship Manager
- Consumer Market Analyst
- Digital Media Specialist
- Integrated Media Planner
- Media Buyer
- Merchandising Production Coordinator
- National Sales Coordinator
- Sales Promotion Coordinator
- Senior Global Brand Manager
- VP Research and Consulting
MARKETING PROGRAM
The Bachelor of Science in Business, with a concentration in Marketing, is divided into three components.

Liberal Arts and Sciences 36-44 credits
Our program starts with general education courses that provide students with a broader perspective of the world and an enhanced set of skills in qualitative and quantitative analysis, writing, and critical reasoning. For a complete discussion of these courses, please see the CSI course catalog.

Business Pre-Major 39 to 42 credits
The second element of the program is our Pre-Major. This section contains introductory courses in all the major business disciplines as well as advanced training in quantitative analysis. The Pre-Major provides a broad base of business knowledge upon which students can build more specialized knowledge within their major. The courses in this section include:

ACC 114 Introduction to Accounting I 4 credits
ACC 121 Introduction to Accounting II 4 credits
MGT 110 Organizational Theory and Management 3 credits
MKT 111 Principles of Marketing 3 credits
FNC 240/ECO 240 Managerial Finance I 5 credits
ECO 111 Introduction to Microeconomics 4 credits
ECO 112 Introduction to Macroeconomics 4 credits
ECO 230/ECO 231 Statistics 4 credits
BUS 160 Business Law 3 credits
BUS 215 Information Management 4 credits
MTH 221, 231, 236, 150, 230, or 232 3-6 credits

Marketing Concentration 26-28 credits
Our major is designed to provide students with an in-depth understanding of the theories, tools, and techniques of marketing. It provides students with the opportunity to learn about advertising, marketing research, and marketing strategy. It also provides students with the flexibility to learn about subfields such as media management, retailing, and professional selling. The courses in this section include:

REQUIRED
MKT 211 Advertising 4 credits
MKT 210 Consumer Behavior 4 credits
MKT 410 Marketing Research 4 credits
MKT 420 Marketing Management 4 credits
MKT 416 Decision Making 4 credits
An additional 6-8 credits from the following two lists including at least one course from list A:

A. MARKETING COURSES
MKT 213 Retailing 3 credits
MKT 215 Principles of Selling 3 credits
MKT 216 Sales Management 3 credits
MKT 312 Advertising Copy and Production 4 credits
MKT 320 International Marketing 4 credits
MKT 325 Advertising Buying Strategy 4 credits
MKT 360 Internet Marketing 4 credits
MKT 490 Marketing Seminar 3 credits
Any other MKT courses at 200 level or higher

B. ADDITIONAL COURSES
BUS 200 International Business 4 credits
BUS 250 Information Processing 3 credits
BUS 211 Communications in a Corporate Setting 5 credits
BUS 598 Business Internship 4 credits
COM 250 Design and Media Graphics 3 credits
PSY 214 Psychology of Advertising 4 credits
MKT 324 Introduction to Econometrics 4 credits
FNC 111 Personal Financial Management 3 credits
ENL 112 Public Speaking 3 credits
ENL 212 Discussion and Debate 3 credits

School of Business Programs
Marketing students have the opportunity to participate in a variety of other growth opportunities that are offered by the School of Business.

Internship Program
The School of Business Internship Program (BUS 598) provides students with the opportunity to earn college credit while gaining real world experience with leading firms such as Ameriprise, Fox Cable Sports, Merrill Lynch, MTV, UBS Financial, and Viacom. These internships help students broaden their business knowledge, strengthen their professionalism, and enhance their marketability.

Sigma Beta Delta
The School of Business hosts a chapter of this International Honor Society in Business. Qualified students are invited to join in their junior or senior year. This program provides special recognition to high performing students and helps distinguish them in the job market.

Departmental Honors in Business
Students who maintain high grades can gain special recognition for their accomplishments by earning Departmental Honors in Business. To do so, students must maintain at least a 3.5 GPA overall and a 3.50 GPA in their major and must complete an honors research project. The project provides an opportunity for students to develop a deeper understanding of a special area of interest while working under the guidance of a faculty mentor. This award serves as an important validation of the student’s growth and potential.

Study Abroad
The School of Business, in partnership with the Center for International Service, provides students with opportunities to study abroad. The School of Business has special programs with partner business schools in countries such as Australia, China, Denmark, France, Ireland, Italy, and elsewhere. The School of Business also conducts faculty-led, short-term field courses (BUS 420) that include travel to Ireland to learn about business practices in the European Union. All of these programs provide students with the opportunity to continue their studies while broadening their horizons and growing as professionals.

Contact Us:
We welcome the opportunity to discuss our programs further. To speak to a faculty member or advisor, please contact us at:
718.982.2920 or schoolofbusiness@csi.cuny.edu.

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Tom Tellefsen
Professor of Marketing and Chair of Marketing
Susan L. Holak
Founding Dean, School of Business

Students can learn about marketing in an informal and enjoyable setting by joining the campus chapter of the premier association in marketing—the AMA. This is a very active student organization that hosts visiting executives, conducts professional development seminars, and provides many leadership opportunities. It’s a great way for students to grow, make friends, and prepare for their careers.