

Marketing

Degree: Bachelor of Arts in Marketing

With competition in the marketplace as fierce as it is today, nothing is as critical to a company's success as its marketing division. Marietta's program prepares you for the marketing arena by offering a broad selection of business courses, while at the same time focusing on the specific demands of marketing. We then show you how it all fits together through classes such as our Business Consulting course where you'll work with other students and faculty advisors on projects for area businesses.

Full-time faculty:

Dr. Mark Bagshaw, Professor
Dr. Gregory Delemeester, McCoy Professor
Dr. James Falter, CFA, CFP ® Associate Professor
Grace Johnson, CMA, CPA, McCoy Professor
Dr. Jacqueline Khorassani, Associate Professor
Debbie Lazorik, Associate Professor
David Mead, CPA, Associate Professor
Dr. Sidney Potash, Professor
Dr. Michael Taylor, McCoy Professor



Sample Courses:

Introduction to Management Accounting
Principles of Microeconomics, Macroeconomics
Practical Statistics
Introduction to Management Systems
Managing Organizations
Principles of Marketing

Marketing Research
Marketing Management
Consumer Behavior,
International Marketing
Integrated Marketing Communications
Business Consulting
Business Policies and Practices

Honor Societies and Student Organizations:

Marketing majors are eligible for **Tau Pi Phi**, the honors society for outstanding students in economics, management, and accounting. Members have the opportunity to participate in the annual Tau Pi Phi case competition.

Scholarship Opportunities:

The Jules Bourmorck and Julia Bourmorck Staats Memorial Scholarship provides scholarship support to a worthy and deserving junior or senior majoring in business or accounting.

The Douglas C. Greene Scholarship is awarded annually to students in the Economics, Management, and Accounting (EMA) Department.

The Bert T. Glaze Scholarship recognizes pre-professional achievement by a rising junior or senior major in the Department of Business & Economics

The Department of Business & Economics Scholarship recognizes outstanding scholarship in those fields. Recipients are juniors and seniors who have declared majors within the Department of Business & Economics and whose academic performance meets the department's requirements.

http://www.marietta.edu/Academics/undergraduate_degrees/marketing.html

Past Internships:

Bank One
Discover
Sherwin-Williams
NuRelm Internet Solutions
Avalonbay Communities

What can I do with this degree?

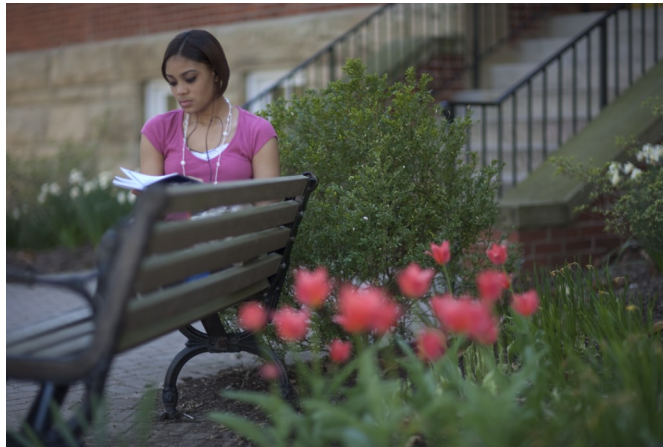
Sales Representative
Purchaser
Brand Manager
Market Researcher
Product Manager

Graduate/Professional Schools MC Graduates have attended:

Harvard, MBA
Stanford, MBA
South Carolina, MBA
Thunderbird, MBA

Career Outcomes of MC Graduates:

Vice President, Equity Resources
Consultant, CCT Group
Staffing Manager, Lockheed Martin
Senior Sales Coordinator, The Encore Group
Assistant Account Executive, Moroch Advertising
Director of Major Accounts, RR Donnelley



"I chose majors in Marketing and Management because of the broad business skill set it provided me within a liberal arts education. My time at Marietta College enabled me to successfully work in several different business disciplines. I've owned multiple businesses and have worked in sports marketing, advertising, retail, transportation, and currently at FedEx in the Innovation Department. Marietta's multi-faceted education prepared me well for my business career."

Chris Swearingen, Class of 1989 , Manager-Innovation, FedEx