



MARKETING

Defined as "the performance of business activities that direct the flow of goods and services from producer to consumer," marketing is increasingly important in today's competitive society. Marketing activities are fast-paced, dynamic, highly visible, and rewarding and remain essential to the survival of all organizations. Marketing specialists who can add excitement, creativity, and imagination to the flow of goods and services are essential to every organization. The Marketing Program in the College of Business continually strives for excellence in its course offerings, faculty, internships, and placement opportunities for graduates.

Careers

About 50 percent of individuals who achieve senior management ranks have a marketing background. Marketing has been recognized as a fast track to top corporate executive positions since most marketing positions require a thorough knowledge of the company, the customer, and the product. Students majoring in marketing often find careers in:

- advertising/media buyer
- sales promotion
- market research
- e-commerce/web marketing
- sports marketing
- customer relations
- public relations
- distribution channel management

Graduates can further their education with a Master of Business Administration degree to excel their careers to marketing management and earn titles such as Director of Marketing or Chief Marketing Officer.



Dr. Joyce Young (center) and her undergraduate marketing class visited Baesler's Market in October 2008 to learn from ISU alumnus and store owner Bob Baesler. Baesler, a 2008 Distinguished Alumni Award recipient, talked to the marketing students about store operations, channel marketing, product selection, customer service, and pricing and promotions.

Student Involvement

The Indiana State University student chapter of the American Marketing Association is open to students from all majors and provides an excellent opportunity to gain marketing and leadership experience while having fun. The organization strives to provide hands-on experience in retailing, advertising, new product development, nonprofit, sales, research, and promotion.

Scholarships

There are several scholarships and financial awards designated specifically for marketing majors and other scholarships available only to College of Business majors and minors. For more information go to: www.indstate.edu/business/scholarships.



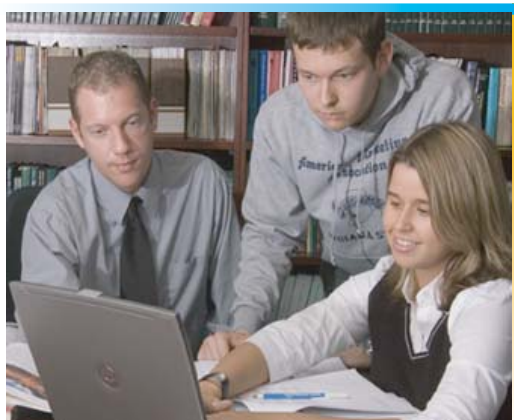
COLLEGE OF BUSINESS
www.indstate.edu/business

www.indstate.edu/business/marketing

Curriculum

The marketing program is designed to facilitate entry into marketing positions and long-term professional advancement. Course emphasis is placed upon marketing management. After completing a basic body of business courses, the student will prepare for a position in the field of marketing by studying content in the areas of buyer behavior, new product and pricing strategy, promotional strategy, marketing research, and channel management. The marketing student must also design, through consultation with an assigned academic advisor from the marketing program, an individualized specialization that meets the student's educational goals.

Faculty



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Alumni Spotlight



Timothy O'Neill, '69, an Indiana State University alumnus with more than 35 years experience in the banking industry, retired as an executive

of First Indiana Bank of Indianapolis in 2005. He served as interim president of the ISU Foundation in 2006 (he had served on the Foundation Board since 1996) and was honored with ISU's 2007 Distinguished Alumni Award. He was a member of ISU's Board of Trustees from 1987 to 1995 and was a member of the ISU Alumni Association Board of Directors from 1979 to 1985.



Charles Lingenfelter, '72, is senior consultant and vice president of Wilson Partners LLC in Troy, Mich. He is a member of the College of

Business' Insurance Advisory Council. "I came to ISU as a shy and unproven student, but left with the confidence and knowledge that my success was all before me with a bright future. That future continues to be realized," he said. Lingenfelter began his career in employee benefits at Metropolitan Life Insurance Company (MetLife) and later formed Wilson Partners with top leadership at FlexBen Corporation.



Christy Hill is director at Lilly USA Marketing Services in Indianapolis, where she has held positions in sales, training, market research, and sales and

marketing research. She is a member of the Google Health Partner Council, member of the Dean's Executive Council in the College of Business, and a member of the university's Alumni Board of Directors. In 1993, she graduated with a Marketing degree, was named ISU's NCAA Woman Student Athlete of the Year and Outstanding Marketing Student. Hill received the ISU G.O.L.D. Award in 2003.

Find Out More

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