



Be prepared for the future

Successful marketing is a priority for every organization. The importance of having marketing knowledge is clear, as statistics show that approximately 50 percent of those who hold senior management positions have a marketing background. Upon completion of your Indiana State marketing degree, you will have the ability to recognize new trends, communicate effectively, make decisions, understand quantitative techniques, and develop the leadership and people skills needed for the variety of employment opportunities open to those with marketing experience.

Typical positions

- Advertising
- Sales
- E-commerce
- Market research
- Sports marketing
- Retail buying
- Customer relations

Investigate financial assistance

Marketing students who achieve academic excellence are eligible for scholarships and awards available through the College of Business and through professional marketing associations. Information about these and other forms of financial assistance is available by contacting the department or the University's Office of Student Financial Aid, toll free 800-841-4744.



To find out more

For more information about a degree in marketing from Indiana State, contact:

Marketing Program
Organizational Department
College of Business
Indiana State University
Terre Haute, IN 47809
Phone: 812-237-2086
Fax: 812-237-8129
www.indstate.edu/marketing



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Marketing

Marketing is defined as, "The performance of business activities that direct the flow of goods and services from producer to consumer." In today's increasingly competitive society, marketing specialists who can add excitement, challenge, creativity, diversity, and imagination to this flow of goods and services are essential in every organization. Through the Marketing Program at Indiana State University, students become knowledgeable about the leading marketing theories, practices, and tools and gain the ability to apply such knowledge as marketing specialists in local, regional, national, and global contexts in a socially responsible and ethical manner.

The Marketing Program is part of the Organizational Department of Indiana State's College of Business, which is committed to excellence in teaching and dedicated to providing a nationally accredited professional education to qualified students at both the undergraduate and graduate levels. Through Indiana State's many partnerships with business and industry you may have the opportunity to engage in applied research and inquiry that make a difference. You'll be able to apply what you learn through hands-on inquiry, research, and life-changing field experiences, which bring knowledge to life and give you the kind of real-world understanding that sets you apart from students at other institutions

Programs

The marketing major is a four-year program that leads to the bachelor of science degree. Study combines required business and marketing courses with the opportunity to specialize in your area of marketing interest. Required marketing courses include study in buyer behavior, new product and pricing strategies, promotional strategy, marketing research, and channel management. In consultation with a faculty advisor, you also complete a marketing specialization that meets your personal and career objectives. Possible marketing specializations may be developed in the areas of:

- Business, nonprofit and services, general, or international marketing
- Distribution, brand, purchasing, retail, or franchise management
- Advertising, research, entrepreneurship, public relations, and selling and sales

Specializations tailored to your interests also are available.

What makes us different?

Designed to prepare you for entry-level positions and long-term professional advancement, the Marketing Program is committed to excellence in teaching and to providing hands-on learning experiences. Seventy-five percent of the classes are taught by full-time faculty members. The program teaches practical, workplace knowledge and skills through internships, research, project development with faculty, and

community and business connections. Participation in multicultural and global business is a basic component of the program. Internships in business, service organizations, or government also are an integral part of the Marketing Program and can provide hands-on experience and academic credit toward your degree.

A unique feature of your course work is the opportunity to work directly with area business and service organizations through the program's student consulting projects, where teams of marketing students analyze an actual marketing problem and recommend specific action plans to a client or firm.

Enrich your experience through student involvement

Indiana State University's student chapter of the American Marketing Association is an excellent means of gaining marketing and leadership experience while having fun. The organization provides opportunities for hands-on experiences, networking with professionals at conferences and on-campus workshops, guest speakers, and social activities between students, faculty, and community business people.

