

MARKETING AND MANAGERIAL MARKETING



Excellence in Action

COLLEGE OF BUSINESS ADMINISTRATION

Kent State University's College of Business Administration offers a baccalaureate program called the Bachelor of Business Administration (B.B.A.) degree. Students with career interest in an area of marketing should pursue a B.B.A. degree with a major in marketing or managerial marketing. Students wanting to expand their knowledge even further can pursue graduate programs in the College of Business Administration Kent State.

ACCREDITATION

Kent State's College of Business Administration is accredited by AACSB International — the Association to Advance Collegiate Schools of Business. Kent State's College of Business Administration is one of only 5 percent of business schools in the world to be accredited by AACSB. Less than one-third of the business schools in the nation meet this organization's rigorous accreditation standards. Kent State's College of Business Administration is in an elite group, being one of only 178 universities worldwide to achieve dual accreditation in both business and accounting. To receive accounting accreditation, an institution must first earn or maintain AACSB business accreditation.

Accreditation is important to students because it suggests certain standards are met. Such standards include the credentials of faculty who teach business courses, the resources that are made available to business students (such as computers, software, study areas within the university's buildings, library holdings, etc.), the types of courses that students take for the B.B.A. degree and the economics major and admission requirements to the College of Business Administration.

THE B.B.A. DEGREE PROGRAM

All qualified students (based on Kent State admission requirements) are admitted directly to a business major (i.e., accounting, business management, computer information systems, economics, entrepreneurship, finance, managerial marketing and marketing). Students who are undecided about a business major should choose "Business-undeclared." During the freshman year, students are introduced to the world of business with a course called Exploring Business.

During the freshman and sophomore years, all business majors take an introductory course in each of the basic areas of business (financial and managerial accounting, microeconomics and macroeconomics, computer applications, principles of management, legal and regulatory environment to business, principles of marketing and business statistics) along with the Kent Core (humanities, fine arts, social sciences, basic sciences). In the junior and senior years, students take additional core business courses (finance, operations management and business policies) and focus on their major. Business experiences as well as education abroad are all encouraged.

ADMISSION REQUIREMENTS FOR THE ADVANCED BUSINESS PROGRAM

PROGRESSION REQUIREMENTS

After completing 46 or more credit hours, students must have earned a minimum 2.5 cumulative GPA in addition to earning a minimum C in the Principles of Marketing course and a minimum C in English, communications and mathematics in order to progress in the marketing or managerial marketing majors.

MARKETING AND MANAGERIAL MARKETING MAJORS

There are two majors at Kent State University – marketing and managerial marketing. The two majors have different orientations and teaching methods intended to meet different student needs.

The **marketing** curriculum is designed to provide students with a broad working knowledge of the theory and practice of marketing. Coursework in the marketing program includes marketing applications, consumer behavior, marketing research, personal selling and sales management and marketing policies and strategies. Students also customize their major electives from a selection of courses ranging from international marketing, advertising and promotion management, retail and Web-based marketing and more. This major is designed to provide students with greater flexibility and allows students to design a schedule that meets their needs. Many of the courses offered in the marketing major are available on the Web.

The **managerial marketing** major emphasizes marketing within small-sized businesses (those with 500 or fewer employees and/or sales less than \$100 million), which represent the bulk of American industry. The curriculum is designed to educate students to function effectively in the small business environment by providing students the abilities to analyze information and make insightful and autonomous managerial decisions through extensive experiential and hands-on learning. The skills acquired in this program also have value should students gain employment in large firms. The coursework for the managerial marketing major is sequential and integrated, each course building upon prior classes to give students, upon graduation, a thorough body of knowledge, skills and abilities that will make them capable of being fully functional marketing professionals. Courses in managerial marketing include Marketing Tools (and lab), Research for Marketing Decisions (and lab), Customer Analysis, Competitive Market Analysis, Marketing Communications Laboratory, Sales and Sales Management, Promotions Management and Integrated Marketing Strategy.

CAREER OPPORTUNITIES

Students graduating with a marketing or managerial marketing major have numerous employment opportunities including personal selling, advertising, marketing and product management, international marketing, marketing research, e-commerce, working with manufacturing, wholesalers, advertising agencies, retail organizations, customer service and research-oriented firms. Recently, there has been an increased demand for marketing graduates from nonprofit organizations, the healthcare industry, service firms and the public sector.

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RELATED EXTRACURRICULAR OPPORTUNITIES

To build connections for eventual employment opportunities and to develop organizational and leadership skills, students are encouraged to join the American Marketing Association (AMA). AMA is a professional student organization that promotes extracurricular activities in the field of marketing. Students have practitioners in informal settings. Pi Sigma Epsilon is a professional fraternity specializing in the advancement of sale, marketing and management professions. Another student organization that presents considerable appeal to any business major is the professional business fraternity, Delta Sigma Pi, which is open to all students. In addition, there are more than 100 other student organizations offering opportunities to develop personally and professionally.

RELATED ACADEMIC OPPORTUNITIES

Marketing or managerial marketing majors are encouraged to participate in internships for academic credit. The student will learn what the position involves, in addition to contributing to the company's marketing efforts. Students have interned with companies such as The J.M. Smucker Co., Fabricare, JC Penney, the American Red Cross, the Cleveland CAVS basketball organization, Kent Visiting Nurses, Prudential and Sears.

It is possible to receive academic credit for an internship as long as the work experience is consistent with what is done in entry-level positions by college graduates and makes use of marketing coursework.

Students are encouraged to consider minors offered by Kent State's other colleges and schools. For example, an advertising minor may be obtained through the School of Journalism and Mass Communications.

While the marketing major enables students to develop strategies for advertising, the advertising minor will help in understanding how to implement those strategies. Another possibility is a minor in psychology, which will help students to understand how people interact in various environments.

The College of Business Administration also encourages marketing and managerial marketing majors to consider a minor program that the college offers such as:

- Accounting
- Computer Information Systems
- Economics

- Entrepreneurship
- Finance
- Healthcare Systems Management
- Human Resource Management
- International Business
- Management

Additionally, the College of Business Administration offers the opportunity for students to pursue the Professional Sales Certificate. The Professional Sales Certificate provides a broad spectrum of employment opportunities when combined with many different majors. It gives students the added edge in job hunting for sales related positions.

LEARNING COMMUNITIES

First-year students have the opportunity to enhance their college experience by participating in the Business Learning Community developed around their academic interest in business. The Business Learning Community is located in Prentice Hall. Students living on campus reside in Prentice Hall (unless in honors housing) and commuters are welcome to join as well.

The Business Learning Community immerses the student in an environment that supports academic and professional success. The Business Learning Community provides a format that brings business student peers and faculty members into smaller groups creating academic and social support networks.

Learning Communities provide unique opportunities to:

- Connect students with their peers quickly and develop lifelong friendships.
- Develop leadership skills by taking a principles course introducing students to leadership basics and further develop their potential through practical experience.
- Learn about the business world by participating in special lectures, seminars, guest speakers, industry visits and professional networking opportunities.

CAREER SERVICES OFFICE

The College of Business Administration highly values the significance of out-of-classroom business experience. The College of Business Career Services Office can provide business experiences that will help students:

- Develop skills in the workplace before graduation.
- Interact in a professional setting to prepare students for the transition from an academic to a corporate environment.
- Understand the level of performance and professional behavior expected by employers.
- Develop a network of professional contacts that will become invaluable upon graduation.

The Career Services Office's goal is to continually expand partnerships and collaborations with firms locally, nationally and around the globe. Those alliances will provide the student with the opportunity for positive, enriching practical business opportunities that can equal future career placement.

SCHOLARSHIP OPPORTUNITIES

To assist students in funding their education, the College of Business Administration offers financial and merit-based scholarships. Scholarships are available to incoming freshmen through graduating seniors and vary from tuition and book awards to stipends. College of Business Administration scholarship information is available online to incoming students and can be found posted in various locations throughout the college for sophomores, juniors and seniors.

Generally, to be considered for these scholarships, students need to apply early in the spring semester. An average GPA of 3.0 or higher is a typical academic qualifier for most scholarships, but students of all academic levels are encouraged to apply.

Other freshman scholarships are available through the Honors College at 330-672-2312 or the Student Financial Aid Office at 330-672-2972.

Undergraduate Programs Office

College of Business Administration
330-672-2872
www.kent.edu/business

Admissions Office

Kent State University
P.O. Box 5190
Kent, OH 44242-0001
330-672-2444
1-800-988-KENT
www.kent.edu/admissions

For information on all of Kent State's degrees and majors, go online to www.kent.edu/gps.