Managerial Marketing

Major: KENT.EDU/BUSINESS/MARKETING

Bachelor of Business Administration in Managerial Marketing

- Students gain a wide range of skills in the areas of consumer behavior, marketing research and sales. This major emphasizes hands-on experience, communication skills, collaboration and a deep understanding of marketing strategy.

- Managerial marketing majors work with clients as part of their classes, providing students with hands-on experience. Past clients have included Pepsi and The J.M. Smucker Company.

- Kent State is recognized by the Sales Education Foundation as a top university for professional sales education. The Kent State Sales Team ranked among the top five teams in both national and international competitions during the 2017-18 academic year.

- Students gain valuable work experience with a well-established internship. Many companies use the internship as an extended job interview.

14 Minors & 1 Certificate
- Accounting
- Business
- Computer Information Systems
- Data Analytics
- Economics
- Entrepreneurship
- Finance
- Healthcare Systems Management
- Human Resource Management
- International Business
- Leadership
- Management
- Marketing
- Military and Leadership Studies
- Professional Sales Certificate

AVERAGE ANNUAL STARTING SALARY: $44,062
AVERAGE INTERNSHIP WAGE: $11/HOUR

WHERE can I get a job?

ADP, LLC • Avon Products, Inc • Cedar Fair Entertainment Company • Fastenal Company • Fathom Digital Marketing • Meltwater • National Interstate Insurance Company • Phoenix Suns • Quicken Loans Inc. • Ross Stores, Inc. • rue21, LLC • Target Corporation • The Goodyear Tire & Rubber Company • And more!

Information based on academic year 2017-18
Managerial Marketing **MAJOR**

“I loved my major - it allowed me to be pushed beyond my comfort zone, think critically and make life-long friends. It prepared me for my job by teaching me how to work on a team and giving me the confidence to ask questions and grow my skills.”

Marisa Stephens
Managerial Marketing
May 2018 Graduate

The Career Services Office (CSO) in the College of Business Administration provides one-on-one consults, workshops and networking events. Our career advising team is available the moment you step on campus to prepare you for finding and securing that next internship, co-op or full-time opportunity. Learn more at [www.kent.edu/business/careers](http://www.kent.edu/business/careers).

The Business Learning Community (BLC) makes the large university seem smaller by helping first-year students transition into college. An interest group in marketing is offered. For more information, visit [www.kent.edu/business/blc](http://www.kent.edu/business/blc).

**EDUCATION ABROAD**

Summer, spring break, winter break and semester-long education abroad options are available.

During the past academic year, College of Business Administration students studied abroad in locations such as:

- Brazil
- Cayman Islands
- France
- Greece
- India
- Italy
- Switzerland

**Scholarships available**

Learn more at [www.kent.edu/business/education-abroad](http://www.kent.edu/business/education-abroad).

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17 **PROFESSIONAL & HONORARY ORGANIZATIONS** in the College of Business Administration

- Accounting Association
- American Marketing Association
- Beta Alpha Psi (accounting honorary)
- Beta Gamma Sigma (business honorary)
- Business Professionals’ Roundtable (Dean/Assistant Dean student advisory committee)
- Delta Sigma Pi (business professional organization)
- Financial Management Association
- Institute of Management Accountants
- Management of Information Systems Association
- Net Impact (social and environmental transformational organization)
- Omicron Delta Epsilon (economics honorary)
- Pi Sigma Epsilon (sales professional organization)
- Sigma Nu Tau (entrepreneurship honorary)
- Society for Human Resource Management
- Start-up Kent State (entrepreneurial organization)
- Student Economist Association
- The Network (professional and social networking organization geared toward diversity in business)

**Bold denotes organizations suggested for Managerial Marketing majors.**

More information is available at [www.kent.edu/business/student-orgs](http://www.kent.edu/business/student-orgs).

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**Managerial Marketing MAJOR**

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