MARKETING
Fisher College of Business
Undergraduate Specialization
What is Marketing?

The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.
General Preparation

• Extracurricular college activities are often given considerable emphasis, as is part-time or summer employment

• Most marketing positions require an outgoing personality, clarity of self-expression, and skill in the area of human relations

• Employers stress such qualities as personal motivation, initiative, drive and creativity

• A high degree of analytical ability combined with the ability to identify and solve problems is required in marketing research
Areas Within Marketing

Marketing is often divided along two lines and your career path could include parts of both:

- **Sales** -- identifying customer needs and helping to deliver existing products and services to the customer
- **Marketing** -- assessing customer wants and helping to plan and promote products and services to satisfy those wants (often to well-defined groups of customers)

Sales and marketing both attract professionals who will perform many specialized functions and build expertise in many specialized fields and industries
Career Paths Within Marketing

Sales and Customer Service
This field is possibly the most diverse and difficult to classify. Here, opportunities are available with manufacturers as well as wholesale and retail firms. A career in sales or customer service affords a college graduate a variety of duties as well as opportunity for promotion to managerial positions.

Product Development
Many companies have given marketing professionals major responsibility in the determination of customer needs, and the translation of these needs into a combination of goods and services designed to satisfy the demands of their market. In this area of marketing, people work closely with engineers, manufacturing executives, or others concerned with the product offerings of the firm.

Marketing Research
Specialists in this field gather, from a variety of sources, information needed by management relative to the marketing environment within which the firm operates.

Advertising and Sales Promotion
These areas are concerned with the employment of news media to present goods or services to the potential market and to supplement the work of the personal sales force by reducing initial buyer resistance.
Fisher students typically accept Internship & Full-Time Positions in the following areas:

• Brand Management
• Industrial Marketing
• Marketing Consulting
• Retail Management
• Sales Management
• Advertising
• Product Management

• Account Management
• Market Research
• Purchasing
• Retail Merchandising
• Public Relations
Sample Employers

Aldi
American Greetings
Dow Chemical
Ford Motor Company
General Mills
JM Smucker Co.
Kohl’s
L Brands
Macy’s
Marathon Petroleum Company
Nestle
PepsiCo-FritoLay
Procter and Gamble
Scotts Miracle-Gro
Sherwin-Williams
Target
Marketing Ranking and Salaries

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Average Marketing Salaries (2016-2017)

Full-time $49,600/year
Intern $2,560/month

Marketing Undergraduate Ranking
The Job Outlook for Marketing

• Employment of advertising, marketing, promotions, public relations, and sales managers is expected to grow 9% from 2014 to 2024, faster than the average for all occupations.

• Most starting positions are in the field of sales or in retail management.

• See the Occupational Outlook Handbook for additional information: http://www.bls.gov/oco/
Student Organizations

American Marketing Association

The American Marketing Association is dedicated to growing the business scope of its members, thus allowing them to better market firms, brands, and themselves. Our student organization seeks to achieve this by incorporating dynamic speakers and helpful networking events to enhance the learning experience.

Pi Sigma Epsilon

Pi Sigma Epsilon is the nation’s premiere co-ed Marketing, Sales and Management Fraternity. The fraternity was founded in 1952 at Georgia State University (formerly Georgia State College) in Atlanta, and is currently headquartered in Milwaukee, Wisconsin.
American Advertising Federation (AAF)

Established in 1905, the American Advertising Federation (AAF) is the only organization that includes members across all disciplines and career levels in advertising. Whether you're new to the fast-paced world of advertising or a seasoned professional, the AAF is for you. We're here to help you advance your career, build your connections and celebrate this ever-changing, amazing industry we work in.

American Academy of Advertising (AAA)

The American Academy of Advertising (AAA) is an organization of advertising scholars and professionals with an interest in advertising and advertising education.
Max M. Fisher College of Business

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Marketing Department

Marketing Specialization Course Information