

Management and Marketing Department - Marketing Program

PROGRAMS

MAJORS

- Marketing

MINORS

- Marketing

About the Department

The Management and Marketing Department mission is to produce graduates that possess the knowledge, skills, and abilities to live and work in the highly competitive global economy. To prepare students for their careers, all marketing majors are required to complete an internship with an organization before they graduate. Marketing students are encouraged to participate in the student chapter of the American Marketing Association. As part of their involvement, students participate in developing advertising campaigns and local events for organizations. In addition, they participate in the national meeting and competitions. Our students have placed in the top five in the nation in a computer simulation of strategic marketing the last few years.

“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.”

— John D. Rockefeller

What Is Marketing?

Marketing is the business process that organizations use to link its products—goods, services and ideas—to customer needs. Through the process, an organization determines what products it will offer and how to communicate information about its products, establishes what price it can charge for the products, and how to make its products available when and where customers want them.

The Marketing Program

The marketing major prepares students for entry into a variety of marketing and business careers. Marketing courses help prepare students to work in areas such as advertising, sales, market research, product planning, purchasing, transportation and public relations. Marketing skills are applicable in virtually all types of organizations. To be effective at marketing, students learn, among other skills, how to do research that identifies customers; how to reach customers with effective promotions; how to recognize current and future markets; and how to respond to international markets and cultures.



CAREER OPPORTUNITIES

Students who have graduated from the marketing program have gone on to careers in

- Advertising
- Market Research
- Non-Profit Organizations
- Product Management
- Public Relations
- Retailing

The marketing faculty members use a variety of teaching modalities to ensure that the graduates will have the knowledge, skills, and abilities to be successful. Experiential learning on real business projects is emphasized. Students will frequently find themselves working with organizations in the community to practice what they are learning in the classroom. In addition, all students can participate in a variety of study abroad programs.



MARKETING FACULTY Chair

- Professor Frank M. Shipper, Ph.D.
University of Utah

Professors

- Debbie S. Easterling, Ph.D.
Louisiana State University
- Robert B. Settle, Ph.D.
University of California Los Angeles

Assistant Professors

- Howard F. Dover, Ph.D.
University of Texas at Dallas
- Kirsten K. Passyn, Ph.D.
Pennsylvania State University

Visiting Assistant Professor

- David N. LeBaron, Ph.D.
Pennsylvania State University

Senior Lecturer

- Paula Morris, M.B.A.
George Washington University

Adjunct Associate Professors

- Gerard R. DiBartolo, D.B.A.
George Washington University
- Memo Diriker, D.B.A.
Memphis State University

CONTACT INFORMATION

For information on the Management and Marketing Department:
410-543-6315

www.salisbury.edu/mgmtmktg

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