

Marketing Department

Perdue School of Business



PROGRAMS

MAJOR

- Marketing
 - General Track
 - Advertising & Social Media Track
 - Sales & Business Development Track

MINORS

- Marketing
- Professional Sales

About the Department

Our 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 organization Marketing Excellence. As part of their involvement, students develop advertising campaigns and local events for organizations. In addition, they participate in regional and national competitions. They have won multiple gold, silver and bronze awards in both direct and interactive marketing as well as placed top five in the nation in a marketing

simulation game. Our professional sales minor students also have enjoyed success as top placement winners in the prestigious National Collegiate Sales Competition for both undergraduate and graduate students.

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. The department now offers a sales minor, certified by the University Sales Center Alliance (USCA) and supported by the Mid-Atlantic Sales and Marketing Institute (MASMI). Marketing skills are applicable in virtually all types of organizations.

CAREER OPPORTUNITIES

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

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

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. 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.



SU routinely is honored at the Direct Marketing Association of Washington Education Foundation Collegiate MAXI Award Program.

MARKETING FACULTY

Professor

- Amit Poddar, Ph.D.
Georgia State University

Associate Professors

- Memo Diriker, D.B.A.
Memphis State University
- Aaron C. Johnson, Ph.D.
Wayne State University
- M. Judi Billups, D.B.A.
Kennesaw State University
- Simba Pasirayi, Ph.D.
Arizona State University

Assistant Professors

- Jacob Almaguer, Ph.D.
University of Texas
- Gustavo Schneider, Ph.D.
University of South Carolina
- Argha Sen, Ph.D.
University of Nebraska

Lecturer

- Irina Piatsechychts, M.B.A.
Salisbury University



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

– John D. Rockefeller

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