Marketing can be a very fun and exciting career. It is the business function within the firm that most directly interacts with current and prospective customers. Marketers are engaged in determining and satisfying customer needs through product development, promotion, pricing, and distribution. Effective marketers are in demand from not only business firms but also a wide variety of non-profit organizations. Marketers can work in small local companies, large multinational corporations and strictly on-line enterprises.

It is a field that people with creative skills, analytical skills, or both can succeed. A successful marketing professional typically exhibits critical thinking, communications (both written and oral), interpersonal, and creative skills.

There are a wide variety of specializations within marketing. Among these are: Product and brand management, advertising and promotion, retail and wholesale, marketing research, customer relationship management, and e-commerce.

Students within the marketing option take the courses comprising the business administration major such as accounting, economics, statistics, organizational management, finance, operations, and strategic management. Beyond this they take courses in consumer behavior, marketing research, international marketing, and marketing strategy. They may also choose elective courses such as internet and direct marketing, services marketing, retailing, advertising and promotion, business to business marketing, internship in marketing.

Students can also choose an emphasis in professional sales within the business administration - marketing option. Most business and marketing majors begin their career in sales-related positions and so the professional sales emphasis gives students a competitive edge in their job search after graduation. Students will learn skills through active learning experiences inside and outside the classroom, such as sales role playing and internships.

**Advising Support**

Academic advising is strength of the college. A professional adviser in the College of Business and Economics advises freshman and sophomore students. After students have selected a field of emphasis and are formally admitted to the college, they are assigned a faculty adviser in that area. Our student organizations, the Business Association, the Finance Club and the Society for Human Resource Management, are active and generate student/faculty professional and social interaction.

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**Management and Marketing Department**

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