Kent State University’s College of Business Administration (COBA) offers a baccalaureate program, the Bachelor of Business Administration (B.B.A.) degree. Marketing is an industry involving strategies and tactics used by businesses to create and sell products and services to other businesses and consumers. The Marketing major prepares students for a wide variety of interesting, exciting and challenging careers.

THE MARKETING MAJOR

- As a Marketing major, you will take principles of marketing, marketing applications, consumer behavior, marketing research, personal selling and sales management, and marketing policies and strategies.
- You can customize your major with elective courses in international marketing, advertising and promotion management, and social media marketing, advanced professional selling and entrepreneurship.
- A well-established internship program will provide you with the opportunity for valuable work experience, and may qualify for academic credit. Plus, many companies use the internship as an extended job interview. Full time hires often come from the ranks of interns.

CAREER OPPORTUNITIES

- Marketing graduates have a wide range of employment opportunities including: marketing analytics, customer relationship management, sales management, marketing research, advertising and promotions, social media, public relations, retail and brand management.
- You may work for manufacturers, service providers, wholesalers, advertising agencies, retail organizations or research-oriented firms.
- Demand for Marketing graduates is strong and has increased in nonprofit organizations, the healthcare industry, service firms and the public sector.

RELATED EXTRACURRICULAR OPPORTUNITIES

You are encouraged to join student organizations that provide opportunities for interaction with faculty, industry practitioners and peers. You will benefit by building connections for future employment, while developing organizational and leadership skills. Organizations recommended for Marketing majors include:

- American Marketing Association (AMA) is the leading organization for marketing practitioners and academics.
- Pi Sigma Epsilon is a professional fraternity specializing in the advancement of sales and marketing professions.
- Delta Sigma Pi is the national scholastic and professional business fraternity for all business majors.

RELATED ACADEMIC OPPORTUNITIES

To diversify your educational portfolio and become more marketable to employers you are encouraged to consider a minor, professional certificate or second major. Recent graduates have selected:

- Accounting
- Economics
- Entrepreneurship
- Computer Information Systems
- Healthcare Systems Management
- Human Resource Management
- International Business
- Management
- Professional Sales Certificate

CONTACT US

Undergraduate Programs Office - College of Business Administration
475 Terrace Drive Kent, OH 44242-0001
P: 330-672-2872
www.kent.edu/business
Program of Study:
Marketing

From Kent, The World.

UNDERGRADUATE PROFILE

Average Class Size: 35 students
Marketing Graduates: 78 per year
Business Administration Graduates: 702 per year
Average Marketing Class GPA: 3.07
Based on Summer 2013 - Spring 2014 information

Average Starting Salary:
Marketing: $42,100 (annual)

Business Administration: $43,500 (annual)
Based on 2013 national data from Payscale

ACCREDITATION/RANKING

Accredited by the Association to Advance Collegiate Schools of Business International (AACSB) for both business and accounting, fewer than one percent have both worldwide.

- Ranked as a top business college by U.S. News and World Report
- Ranked as one of the top three colleges in Ohio for professional sales education by the Sales Education Foundation

CAREER SERVICES OFFICE (CSO)

The College of Business Administration has its own Career Services Office that provides business preparation that will help you:

- Develop skills in the workplace before graduation.
- Gain experiences in professional settings that prepare you for your transition to the business world.
- Understand the level of performance and professional behavior expected by employers.
- Develop a network of professional contacts that will become invaluable upon graduation.

2014 CSO Fast Facts
- 541 Career Advising Appointments
- 716 Internships/Jobs Offered
- 303 Students Interning

Recruit at Kent State College of Business Administration:
www.kent.edu/business

CONTACT US

Kristin Williams, M. Ed.
Director, Career Services Office

Room 309 BSA
475 Terrace Drive
Kent, OH 44242-0001
P: 330-672-1285
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COMPANIES RECRUITING MARKETING STUDENTS

1 EDI Source, Inc.
Akron Rotary Camp for Children with Special Needs
American Family Insurance
Buckeye International, Inc.
Buckle, Inc.
Camp Asbury
Cedar Point
Centers for Families & Children
Cerni Motor Sales
City Mission
City Year
Coleman Professional Services
Conservancy for Cuyahoga Copart, Inc.
Dollar Bank, FSB
Enterprise Rent-A-Car
EnvisionRxOptions
Family & Community Services, Inc.
Farmers Insurance Group Inc.
Fastenal
Fathom
FBI
FedEx Custom Critical
First Investors Corporation
Flight Options
Follett Higher Education
Girl Scouts of N.E. Ohio
Global Technical Recruiters
Group Management Services
Hy-Ko Products Company
IMS Company
Independence of Portage County
Kohl’s Department Stores
Lakeside Chautauqua
LeaFilter
Levin Furniture
Lindsey Construction & Design
MassMutual Financial Group
McMaster-Carr
MRT Software
National General Insurance
National Interstate Insurance
NILCO
NOCHE/NEointern
NE Ohio Reg. Sewer District
Northwestern Mutual
Oswald Companies
Panther Expedited Services
Park Place Technologies
Penske Truck Leasing
Progressive Insurance - Claims
Quicken Loans
Ron Mather & Family Auto
rue21
Safeguard Properties LLC
Sequoia Financial Group
Sherwin-Williams - Product
Sherwin-Williams - Retail
SpyGlass Group
Stephen Gould Corporation
Sterling Jewelers, Inc.
Target Stores
TEKsystems
TMW Systems, Inc.
TTI Floor Care
US Army
US Navy Officer Programs
Walmart
Yardi Systems
Kent State University's College of Business Administration (COBA) offers a baccalaureate program, the Bachelor of Business Administration (B.B.A.) degree. **Entrepreneurship** is a mind-set, a way of thinking about business. If you have an interest in starting your own company, or succeeding in a small business or entrepreneurial corporation you may consider a major in **Entrepreneurship**.

**THE ENTREPRENEURSHIP MAJOR**

- As an **Entrepreneurship** major you will gain leadership, problem-solving and decision making skills through coursework, and gain first hand entrepreneurial knowledge from the Solomon Speakers Series.
- You will master coursework in entrepreneurial tools and marketing, entrepreneurial finance and sales, culminating in launching your own business or pursuing an executive apprenticeship.
- As a business creator you’ll experience: idea generation, feasibility analysis, legally establishing a company, creating a product or service, finding human and financial resources, and generating sales. You will have the option to exit the business or continue it after graduation.
- As an executive apprentice in a start-up venture you will gain on the job experience giving you a very distinctive and valuable skill set.

**CAREER OPPORTUNITIES**

- Employers are extremely interested in entrepreneurially minded individuals; as a result, career opportunities exist in nearly every business sector.
- The College of Business Administration’s Center for Entrepreneurship and Business Innovation (CEBI) will help you connect with business executives for advice and mentoring.
- The **Entrepreneurship** major incorporates many opportunities for interacting with regional entrepreneurs.

**RELATED EXTRACURRICULAR OPPORTUNITIES**

You are encouraged to join student organizations that provide opportunities for interaction with faculty, industry practitioners and peers. You will benefit by building connections for future employment, while developing organizational and leadership skills. Organizations recommended for **Entrepreneurship** majors include:

- Collegiate Entrepreneurs’ Organization (CEO) is a national student organization that explores entrepreneurial opportunities.
- Sigma Nu Tau Entrepreneurship Honor Society promotes and rewards academic excellence.
- Delta Sigma Pi is the national scholastic and professional business fraternity for all business majors.

**RELATED ACADEMIC OPPORTUNITIES**

To diversify your educational portfolio and become more marketable to employers you are encouraged to consider a minor, professional certificate or second major. Recent graduates have selected:

- Accounting
- Computer Information Systems
- Economics
- Finance
- Healthcare Systems Management
- International Business
- Management
- Managerial Marketing (major only)
- Marketing
- Professional Sales Certificate

**CONTACT US**

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www.kent.edu/business
UNDERGRADUATE PROFILE

Average Class Size: 26 students
Entrepreneurship Graduates: 28 per year
Business Administration Graduates: 702 per year
Average Entrepreneurship Class GPA: 3.15
Based on Summer 2013 - Spring 2014 information

Average Starting Salary:
Entrepreneurship: $42,100 (annual)
Business Administration: $43,500 (annual)
Based on 2013 national data from Payscale

ACCREDITATION/RANKING

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COMPANIES RECRUITING ENTREPRENEURSHIP STUDENTS

21st Century Financial, Inc.
Akron Rotary Camp for Children with Special Needs
American Family Insurance
Buckeye International, Inc.
Buckle, Inc.
Camp Ashby
Cedar Point
City Mission
City Year
Coleman Professional Services
Conservancy for Cuyahoga
Copart, Inc.
Dewey's Pizza
Dollar Bank, FSB
Enterprise Rent-A-Car
EnvisionRxOptions
Family & Community Services, Inc.
Farmers Insurance Group Inc.
FBI
FedEx Custom Critical
Fisrt Investors Corporation
Flight Options
Follett Corporation
Girl Scouts of N.E. Ohio
Global Technical Recruiters
Group Management Services
IMS Company
Independence of Portage County
Kohli's Department Stores
Lindsey Construction & Design
MassMutual Financial Group
Mcmaster-Carr
National General Insurance
NILCO
NOCHE/NEOintern
NE Ohio Reg. Sewer District
Northwestern Mutual
Oswald Companies
Panther Expedited Services
Park Place Technologies
Penske Truck Leasing
PLS Logistics Services
Progressive Insurance - Claims
Quicken Loans
Ron Marhofer Auto Family
rue21
Safeguard Properties LLC
Sequoia Financial Group
Sherwin-Williams
SpyGlass Group
Stephen Gould Corporation
Sterling Jewelers, Inc.
Target Stores
TEKsystems
TMW Systems, Inc.
US Army
US Navy Officer Programs
Walmart
Yardi Systems

From Kent, The World.
Managerial Marketing

The curriculum provides you with knowledge, skills and abilities that will allow you to make insightful and autonomous marketing decisions.

The coursework is sequential and integrated, each course builds upon prior courses.

Your courses will include: marketing tools, customer analysis, research for marketing decisions, competitive market analysis, sales and sales management, promotion management, integrated marketing strategy plus labs.

A well-established internship program will provide you with the opportunity for valuable work experience; some may qualify for academic credit.

Many companies use the internship as an extended job interview. Full time hires often come from the ranks of interns.

CAREER OPPORTUNITIES

Managerial Marketing graduates have a wide range of career opportunities including: marketing analytics, customer relationship management, sales and sales management, marketing research, advertising and promotion, social media marketing, public relations, retail store management, and brand and product management.

You may work for manufacturers, service providers, wholesalers, advertising agencies, retail organizations or research-oriented firms.

Demand for marketing graduates is strong and has increased in nonprofit organizations, the healthcare industry, service firms and the public sector.

REVIEW OF STUDY

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Cerni Motor Sales
City Mission
City Year
Coleman Professional Services
Conservancy for Cuyahoga
Copart, Inc.
Dollar Bank, FSB
Enterprise Rent-A-Car
EnvisionRxOptions
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Farmers Insurance Group Inc.
Fastenal
Fathom
FBI
FedEx Custom Critical
First Investors Corporation
Fleetmatics
Flight Options
Follett Higher Education
Girl Scouts of N.E. Ohio
Global Technical Recruiters
Group Management Services
Hy-Ko Products Company
IMS Company
Independence of Portage County
Kohl’s Department Stores
Lakeside Chautauqua
LeaFilter
Levin Furniture
Lindsay Construction & Design
MassMutual Financial Group
McMaster-Carr
MRT Software
National General Insurance
National Interstate Insurance
NILCO
NOCHE/NEOintern
NE Ohio Reg. Sewer District
Northwestern Mutual
Oswald Companies
Panther Expedited Services
Penske Truck Leasing
Progressive Insurance - Claims
Quicken Loans
Ron Marhofer Auto Family
Safeguard Properties LLC
Sequoia Financial Group
Sherwin-Williams - Product
Sherwin-Williams - Retail
SpyGlass Group
Stephen Gould Corporation
Sterling Jewelers, Inc.
Target Stores
TEKsystems
TMW Systems, Inc.
TTI Floor Care
US Army
US Navy Officer Programs
Walmart
Yardi Systems