

Marketing

PROGRAM OVERVIEW The marketing major provides both a theoretical understanding and a managerial/applied perspective regarding the principles of marketing and an understanding of marketing's interaction with other functional areas of the organization. Through the selection of marketing electives, marketing majors receive a broad exposure to the diversity of marketing activities and an opportunity to tailor the program to their own interests. Central to these ends, the courses develop an understanding of the vocabulary of marketing, the process of exchange and the role of relevant information in decision-making. Experience with diagnosing and analyzing marketing problems as well as developing and implementing courses of action is emphasized.

Students of marketing prepare for professional careers in marketing management, product management, marketing research, consumer analysis, advertising management, selling and promotion, brokerage, wholesaling and related positions.

FACULTY The marketing program includes four full-time faculty; three of whom have earned their doctoral degrees. All full-time faculty are engaged in teaching classes from the introductory to advanced levels. Their research interests include international consumer behavior; e-commerce; brand alliances; cause-related marketing; Television consumption; and marketing education.

ACADEMIC PREPARATION There are no prerequisite high school courses or requirements needed for enrollment in the marketing program, but students should have a well-rounded academic high school curriculum. Courses in psychology, economics, and business are especially helpful.

REQUIREMENTS FOR MAJOR 37 credits are required. Marketing majors typically take psychology and sociology in the freshman year. Marketing courses begin in the junior year. Marketing Management and Marketing Research are required for all marketing majors. Marketing electives include Promotional Management, Database Marketing, Sales Management, Consumer Behavior, Advertising Principles, and Global Marketing.

REQUIREMENTS FOR MINOR The College of Business and Public Administration (CBPA) offers a marketing minor for students outside the CBPA that requires 30-33 credits.

DRAKE CURRICULUM The Drake Curriculum, required of all undergraduates, is designed to help students meet personal and professional goals as they acquire fundamental knowledge and abilities in ten Areas of Inquiry, including communication, critical thinking, artistic experience, historical consciousness, information and technology literacy, international and multicultural experiences, scientific and quantitative literacy, values and ethics and engaged citizenship. Students work closely with their academic advisers to craft a program of

study in general education that prepares students for civic and professional leadership.

The Drake Curriculum also requires first-year seminars, which foster development of critical thinking and written and oral communication skills through a topical focus; and a Senior Capstone, in which students demonstrate the capacity to bring information, skills and ideas to bear on one project.

INTERNSHIPS & OPPORTUNITIES Paid internship opportunities are available during the school year and summer. Internships help majors gain valuable on-the-job experiences and a competitive edge in today's job market. A number of internships are available with organizations in the Des Moines area including: The Principal Financial Group, Wells Fargo, Pioneer Hi-Bred International Inc., Firestone, Meredith Publish Group, Allianz Golf Championship, Iowa Cubs, and a variety of advertising agencies. Students have also been at organizations such as ESPN; Meredith Publishing; Denver Broncos; Discover Card; Integer; and the US Olympics Committee.

CAREER OPTIONS Students prepare for careers in marketing management, marketing research, product management, consumer analysis, sales management, advertising and promotional management, Internet-based interactive marketing, and merchandise and inventory analysis.

STUDENT ORGANIZATIONS AND ACTIVITIES The American Marketing Association is the principal professional association for marketers around the world. The AMA has a student chapter at Drake as well as a professional chapter in Des Moines. Student members are invited to attend professional chapter meetings in addition to the on-campus monthly student chapter meetings.

Other professional organizations in the College of Business and Public Administration include Alpha Kappa Psi and Delta Sigma Pi, national professional business fraternities; and Beta Gamma Sigma, a national professional business society.

HOW TO REACH US

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