

MARKETING

PROGRAM OVERVIEW FOR EMPLOYERS

The marketing major prepares students for a variety of positions, including product and brand management, marketing, research, advertising and B2B sales and sales. As marketing majors, students acquire knowledge of consumer and business buying behaviors and market research methods through a combination of academic education and cooperative education. The combination provides an understanding of problems related to a number of marketing areas: e.g., sales, product management, retail, research, advertising and product planning.

Degree(s) Awarded

Bachelor of Science (4 year)
MBA with a Concentration in Marketing

Enrollment

Approximately 100 students enrolled in the undergraduate Marketing program.

Cooperative Education Component

Students are required to complete 2 co-op work assignments.

Quarterly, available for 3 or 6 months.

Salary Information (Avg/Range)

| | | |
|--------|----------|---------------------|
| Co-op: | \$11.89 | \$7.50 - \$20.00 |
| BS: | \$45,000 | \$30,000 - \$57,250 |

Equipment & Facilities

Computer labs currently have 60 PC's hooked up to a network server, including wireless connectivity.

Citation

For **eight consecutive years**, the E. Philip Saunders College of Business undergraduate programs have ranked in the **top 5%** of all U.S. business schools, according to *U.S. News & World Report's* America's Best Colleges in 2004 - 2011.

Accreditation

AACSB International - The Association to Advance Collegiate Schools of Business.

Middle Atlantic Association of College and Schools.

Student Skills & Capabilities

- The marketing curriculum provides an understanding of business in general, and specific marketing operations with an emphasis on consumer buying behavior, marketing planning, and business problem solving.
- Students receive generalized business preparation with courses in the functional areas of business (marketing, operations finance, accounting, information systems), as well as additional courses in communication and interpersonal skills.
- Students will learn to use theory and examples in creating practical marketing plans. Through projects, they will learn to work independently and in teams to achieve organizational objectives.

Marketing

Course Sequence BS degree

First Year and Second Year:

Professional Communication for Business
Business 1 Ideas & Creativity
Business 2 Business Plan Development
Business 3 Commercialization
Principles of Micro and Macroeconomics
Calculus for Management Science
Data Analysis I & II
Laboratory Sciences

Financial & Management Accounting
Business Software Applications
Global Business: An Introduction
Principles of Marketing
Corporate Finance
Liberal Arts core courses
Careers in Business

Completion of College Writing Competency Requirement

Third and Fourth Year:

Organizational Behavior
Buyer Behavior
Professional Selling
Marketing Research
Marketing Management
Two Marketing Electives
Managing Innovation & Technology

Business, Government & Society
Strategy
Business Ethics
Operations & Supply Chain Management
Liberal Arts concentration
Free Electives
General Education Electives

Cooperative Education

(2 quarters required; must complete within third and fourth years)

Employers of Marketing Co-op and Graduating Students:

Bausch & Lomb, Eastman Kodak, ESPN, GE Inspection Technologies, Gordon S. Black, Harris Interactive, IBM, Kraft Foods, Lockheed Martin, Lenel Systems International, McNeil Consumer Healthcare, Paetec, Rockwell Semiconductor Systems, Saatchi & Saatchi Business Communications, Sigma Marketing, Sports Scene Magazine, SONY Pictures, Toyota, Xerox.

RIT – A Technological Leader

Rochester Institute of Technology's strengths in both business and technology make our graduates leaders in this career field. Students receive a comprehensive business education & develop their analytical, communication & teamwork skills. Their technical expertise, general business knowledge and professional experience gained through co-op give graduates the credentials to meet employers' needs and succeed in the field of marketing.

Contact Us:

We appreciate your interest in hiring RIT co-op, graduating students or alumni. We will make every effort to make your recruiting endeavor a success. Call our office and ask to speak with Emily Ellis, the program coordinator who works with the Marketing program. For your convenience, you can access information and services through our web site at <http://www.rit.edu/recruit>.

Emily B. Ellis

Program Coordinator

Office of Cooperative Education and Career Services

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