

# Marketing

**M**arketing is the management of exchange processes which satisfy individual and organizational objectives. The study of marketing thus includes the process of planning and implementing the conception, pricing, promotion, and delivery of the ideas, goods, and services involved in these exchanges. Specific topics of inquiry include market segmentation and targeting, customer behavior, customer service, marketing research, new product development, channels of distribution, logistics, communications, and sales force management.

Within the organization, the purpose of marketing is to manage the interface of the organization with its competitive and customer environment. Marketing provides management with information about customer wants and needs, competing means available to the customer for satisfying them, relative strengths and weaknesses of these alternatives from the customer's perspective, and opportunities for the organization to distinguish itself in terms of the customer's evaluation.

Common responsibilities within marketing include personal selling, sales force management, promotional strategy, product design, marketing research, and customer service. Because of its external focus, marketing positions provide a marketplace perspective which many organizations find valuable in the development of their senior executives.

## Pursuing Marketing at Ohio State

All freshman applicants are considered within a competitive admission process for the Columbus campus. The primary criteria for admission are the completion of the applicant's high school college preparatory program, performance in that program as indicated by class rank and/or grade-point average, and performance on either the ACT or SAT.

Students who come to Ohio State to study business will be directly enrolled as pre-business students in the Fisher College of Business if they meet one of the following criteria: a minimum ACT composite score of 25, SAT combined Critical Reading and Math scores of 1150, or a rank in the top 20% of their high school class. As a pre-major, students will enter the pre-major advising program within the Fisher College of Business. Those students not eligible to directly enroll in business may enroll in the Management and Industry Exploration Program. To learn more, visit [exploration.osu.edu](http://exploration.osu.edu).

Acceptance into the major and degree candidacy within the college is by application. Students may apply to a major program after completing a specified set of courses. Admission of students with an overall cumulative point-hour ratio (CPHR) of 3.00 or above is guaranteed. College academic counselors can provide CPHR information for the most recently admitted class.

New freshman with high ACT or SAT composite test scores and a high school rank in the upper 10% or acceptance into the University Honors Program may be eligible for direct enrollment in business majors.

Acceptance in the student's major area of interest within the College of Business is competitive on a space available basis. More information may be found at [fisher.osu.edu](http://fisher.osu.edu).

## Marketing Requirements

- Principles Courses
  - Accounting Principles
  - Economics Principles
  - Statistics
- Core Courses
  - Business Skills and Environment;
  - Legal Environment of Business
  - International Business
  - Finance
  - Management Sciences
  - Management and Human Resources
  - Marketing
  - Economics
  - Senior Seminar in Business Policy
- Required Major Courses
  - Marketing Research
  - Cases in Managerial Marketing
  - Promotional Strategy
  - Product Design and Pricing
  - Consumer Behavior
  - Selected Topics in Marketing

## Program Educational Objectives

At graduation, Fisher College of Business graduates:

- will possess strong analytical and problem-solving skills to identify and critically assess problems facing contemporary businesses.
- will demonstrate in-depth knowledge of Marketing.
- will possess a global perspective and can critically evaluate the international context a contemporary business operates in.
- can identify and assess ethical issues surrounding business decisions.
- are able to work effectively in a team-based environment.
- can demonstrate professional deportment and effective oral and written communication skills.

The Fisher College of Business undergraduate marketing program was recently ranked 14<sup>th</sup> in the nation according to *US News and World Report 2009*.

A recent listing of departments of marketing ranked Ohio State 6<sup>th</sup> nationally in terms of the number of articles published in the field's leading journals of interest to consumer researchers.

Students graduating with undergraduate degrees in marketing are accepting job offers in the following career areas: advertising, brand marketing, industrial marketing, marketing consulting, retailing, and sales management.

**For more information, check these web sites:**

**Marketing:** [fisher.osu.edu/marketing](http://fisher.osu.edu/marketing)  
**Fisher College of Business:** [fisher.osu.edu](http://fisher.osu.edu)  
**Ohio State:** [www.osu.edu](http://www.osu.edu)

**Career Management:** [fisher.osu.edu/career](http://fisher.osu.edu/career)  
**Majors:** [fisher.osu.edu/career/ungrad/explore.htm](http://fisher.osu.edu/career/ungrad/explore.htm)  
**Rankings:** [fisher.osu.edu/news/about/rankings.htm](http://fisher.osu.edu/news/about/rankings.htm)

## Curriculum Sample

This is a sample list of classes a student may take to pursue a degree in Marketing. Since university students need more than specific education in a narrow field, they also will take classes to complete the General Education Curriculum (GEC). The GEC will allow students to develop the fundamental skills essential to collegiate success across major programs. Course work options satisfying the GEC often come from a variety of academic areas of study allowing students to tailor their GEC toward their interests. Note: This sample represents one of several possible paths to a degree in Marketing. Consult the departmental web site, [fisher.osu.edu/marketing](http://fisher.osu.edu/marketing), for details on each specific track.

Freshman Year:	
College Algebra	4
Calculus	9
Principles of Economics	5
Business Survey	1
Computer Problem Solving	5
English Composition	5
GEC (arts and humanities)	10
GEC (social science)	5
<b>Total hours</b>	<b>44</b>

Sophomore Year:	
Principles of Accounting	10
Principles of Economics	5
Elements of Statistics	10
Decision Theory	4
GEC (arts and humanities)	5
GEC (second writing course)	5
GEC (natural science)	10
<b>Total hours</b>	<b>49</b>

Junior Year:	
Business Skills and Environment	4
Introduction to International Business	4
Legal Environment of Business	4
Principles of Finance	4
Principles of Marketing	4
Organizational Behavior	5
Operations Management	4
Economics options	5
GEC (arts and humanities)	5
GEC (natural science)	10
<b>Total hours</b>	<b>49</b>

Senior Year:	
Marketing Research	4
Promotional Strategy	4
Consumer Behavior	4
Cases in Managerial Marketing	4
Marketing major options	8
Seminar in Business Policy	4
GEC (social science)	5
Electives	17
<b>Total hours</b>	<b>55</b>

## Co-Curricular Opportunities

There are many opportunities for students in the Fisher College of Business to enrich and broaden their academic experience. Though internship and co-ops are not required for business students, 85% of students registered with Career Management have some kind of internship experience before they graduate. Many students receive an offer of full-time employment from their internship.

In addition students are encouraged to explore other opportunities such as studying abroad. In coordination with the Fisher College of Business, the Office of International Affairs offers several undergraduate exchanges for students wishing to study abroad in countries around the world.

The Student American Marketing Association provides interested students the opportunity to develop a deeper appreciation of marketing aspects. In addition Pi Sigma Epsilon (Sales Fraternity) is an organization of students who are interested in the advancement of marketing, sales management, and selling as a career and a profession.

## Honors & Scholars Programs

Fisher College of Business honors students will enrich their academic experience by participating in the Mitte Honors Program, which includes the Accounting Honors Program, the Business Administration Honors Cohort Program, and the Business Administration Honors Contract Program. Honors students who are selected for these programs and who successfully complete the program requirements will graduate with honors.

The Accounting Honors Program consists of a sequence of accounting courses that students complete, beginning in their sophomore year and continuing into the senior year. The Honors Business Administration Cohort Program consists of a set of sequenced business honors courses that students follow in a lockstep manner beginning in the junior year. The Honors Contract Program consists of an enriched academic plan that is designed by the student and detailed in an honors contract. Honors students with strong research interests have the opportunity to pursue the Degree with Distinction, a program of research during the senior year culminating in a thesis and oral defense.

## Career Prospects in Marketing

Marketing jobs are available in an extremely broad and ever-growing array of organizations. These traditionally include manufacturers and channel of distribution members such as retailers and wholesalers. Providers of many types of services also hire marketing executives. These include industries such as health care, financial services (including banking), travel, legal services, and information services. In addition, not-for-profit organizations which provide the arts as well as those which provide social services have marketing professionals.

Many marketing graduates begin their careers in sales and customer service. This experience enables them to develop the knowledge of customer needs and wants, customer buying processes, and their competition. This knowledge enables the marketing graduate to quickly move to greater sales responsibility or responsibility over the broader range of marketing issues within the organization. Often this soon leads to general management responsibility for the organization's total operation.

Marketing is a popular profession, its growth is projected to continue, and its adoption by many different types of organizations is expected to continue to increase.

Starting salaries for graduating seniors in 2007–2008 averaged \$45,388 annually.

**Revised September 2008.** For the most up-to-date information on the marketing program, visit [fisher.osu.edu/marketing](http://fisher.osu.edu/marketing).

## Contact information:

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