

Marketing

Achieving success in a global, complex, and continually changing business landscape requires tomorrow's marketing professionals to acquire an in-depth understanding of how to forecast, measure, and respond to market changes and consumer demand.

As a marketing professional, you must identify customer needs, develop goods and services to satisfy those needs, communicate information to customers, and distribute products. To create profession-ready graduates with these skills, the College of Business not only teaches the necessary technical and leadership skills, but offers you unique experiential learning opportunities such as the Close to the Customer (C2C) Project. Through the C2C Project, you will team with faculty to provide professional market





research and consulting services to the business community. The fee-based program provides opportunities for you to meaningfully participate in real-world market research, project management, and marketing planning. Other benefits include access to academic and professional mentors and entrepreneurial opportunities.

Other experiential learning opportunities abound in the marketing discipline. Numerous firms and departments offer internships that provide opportunities for you to gain exposure to an industry and potential employers. The Marketing Club hosts various functions that also put you face-to-face with prospective employers and connect you with fellow students and faculty. Involvement in club activities increases job placement opportunities after graduation.

As a College of Business graduate who has taken advantage of our marketing curriculum, you will be prepared to step into a wide variety of organizations, including manufacturing companies, service firms, retailers, wholesalers, and government agencies. Career options include sales, advertising, retailing, brand management, logistics management, market research, purchasing management, and more.

OSU's marketing courses are taught by faculty who have contributed original research to the discipline, published in the top marketing journals, and consulted with Fortune 500 companies, including General Motors, Kellogg's, and Harley-Davidson.

Go make marketing magic.