About the Department
The Management and Marketing Department’s mission is to produce graduates that possess the knowledge, skills, and abilities to live and work in the highly competitive global economy. To prepare students for their careers, all marketing majors are required to complete an internship with an organization before they graduate. Marketing students are encouraged to participate in the student chapter of the American Marketing Association. As part of their involvement, students participate in the student organization Marketing Excellence. As part of their involvement, students develop advertising campaigns and local events for organizations. In addition, they participate in regional and national competitions. Our students have won multiple gold, silver, and bronze awards in direct and interactive marketing competitions, and placed top five in the nation in a marketing simulation game among other prestigious titles.

What Is Marketing?
Marketing is the business process that organizations use to link its products—goods, services, and ideas—to customer needs. Through the process, an organization determines what products it will offer and how to communicate information about its products, establishes what price it can charge for the products, and how to make its products available when and where customers want them.

The Marketing Program
The marketing major prepares students for entry into a variety of marketing and business careers. Marketing courses help prepare students to work in areas such as advertising, sales, market research, product planning, purchasing, transportation, and public relations. The department now offers a sales minor, certified by the National Sales Center Alliance (NSCA) and supported by the Mid-Atlantic Sales and Marketing Institute (MASMI). Marketing skills are applicable in virtually all types of organizations. To be effective at marketing, students learn, among other skills, how to do research that identifies customers, how to reach customers with effective promotions, how to recognize current and future markets, and how to respond to international markets and cultures. The marketing faculty members use a variety of teaching modalities to ensure that the graduates will have the knowledge, skills, and abilities to be successful. Experiential learning on real business projects is emphasized. Students will frequently find themselves working with organizations in the community to practice what they are learning in the classroom. In addition, all students can participate in a variety of study abroad programs.

MARKETING FACULTY

Professors
- Memo Diriker, D.B.A. Memphis State University
- Amit Poddar, Ph.D. Georgia State University

Associate Professors
- Kirsten K. Passyn, Ph.D. Pennsylvania State University

Assistant Professors
- M. Judi Billups, D.B.A. Kennesaw State University
- Patrick Fennell, Ph.D. Louisiana State University
- Aaron Johnson, Ph.D. Wayne State University
- W. Rob Richerson, Ph.D. University of Kentucky

Professor of Practice
- Paula Morris, M.B.A. George Washington University

CAREER OPPORTUNITIES
Students who have graduated from the marketing program have gone on to careers in:
- Advertising
- Market Research
- Non-Profit Organizations
- Product Management
- Public Relations
- Retailing
- Sales

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“Next to doing the right thing, the most important thing is to let people know you are doing the right thing.” — John D. Rockefeller

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