

Marketing

Nearly half the nation's work force spends at least some of its time in marketing activities. . .

About half of each retail dollar spent on goods and services is used to cover marketing costs, including sales, advertising, and marketing research. These and many other kinds of marketing activities are essential to the economic system of the United States.

What you can do with a degree in Marketing. . .

Marketing graduates are employed in the full range of career opportunities, commonly including sales, research, advertising/promotion, and retailing. Our graduates are employed in both profit and non-profit organizations.

Businesses recruit nationwide for Marketing majors, and they are, according to a recent survey (2007) by the National Association of Colleges and Employers, some of the very best paying entry-level positions available to a college graduate. The national average salary offer in Spring 2007 for a Marketing graduate was more than \$41,000. Frequently, the highest paying positions are in the area of Sales and Sales Management.

Unique characteristics of UND's Marketing program. . .

The Marketing Department is comprised of faculty expressing a blend of expertise and interests in both the theoretical and applied sides of the field. All faculty are research-active and all are engaged in applied research in the region. This translates into student opportunities for learning the latest models, as well as their applications in practice. The Department recently opened the Page Center, a combination of breakout rooms and computer lab space for student use.

Getting in. . .

When a student declares Marketing (or another business major) as a major, he/she is admitted as a Pre-Business major. Prior to being admitted into the College of Business and Public Administration, a Pre-Business major student must have all General Requirements completed, have both an overall GPA and a UND GPA of 2.5 or higher, and have completed all the pre-business courses with grades of "C" or better (Principles of Microeconomics, Principles of Macroeconomics, Introduction to Business and Economic Statistics, Personal Productivity with Information Technology, and Elements of Accounting I & II).

It's A Fact. . .

- Students can expect to be engaged in a wide variety of learning environments, ranging from traditional classroom lecture to hands-on, client-centered projects.
- Numerous internship and cooperative education opportunities are available.
- The Department encourages its majors to consider opportunities for personal and intellectual growth through business exchange programs in China, France, and Norway, as well as faculty-led educational travel in many more locations.
- Average class size is 35.
- 7 faculty in the Department.
- Approximately 150 enrolled in the program.
- American Marketing Association student organization is active on campus.
- College of Business and Public Administration is accredited by the Association to Advance Collegiate Schools of Business (AACSB) at both the undergraduate and graduate levels.
- A recent salary survey (2006) in the Minneapolis region indicated average salaries from \$35,300 (Assistant Manager—Retail) to \$87,000 (brand manager).

Information continued on reverse side. . .

Marketing continued. . .

Marketing @ UND. . .

- The AACSB (our accrediting organization) requires regular contributions to academic research. All departmental faculty conduct research on a regular basis, and all have received acknowledgment for the quality of their work in the form of awards and/or editorial appointments. See the Departmental website <http://business.und.edu/dept/marketing/> for examples of recent papers and articles.
- The faculty of Marketing conduct research in a variety of industries (e.g. insurance, consumer credit, foods, branding, consumer ethics) and publish in well known academic outlets. All are engaged in consultative assignments with governmental or corporate groups on a regional or national basis. This enables the faculty to stay current in their field, provide meaningful examples of contemporary marketing practices, and assist students in networking for internships and positions.
- The Department encourages students to be involved in internships. Many courses include projects involving local businesses, and the student chapter of the American Marketing Association regularly features both site visits to corporations and on-campus speakers from industry. Study-abroad is highly encouraged!
- The Marketing faculty take great pride in providing an exceptionally friendly and supportive setting for an academically rigorous experience. Courses are challenging, and faculty and staff are highly accessible and ready to assist. Students in the major rate the Marketing faculty among the best in the College both for their knowledge and experience as well as their student orientation. The Page Computer Lab is open throughout the day and long into the night and, along with several student break-out rooms, is reserved exclusively for Marketing majors.
- The Marketing Department offer state-of-the-art facilities, up to date curriculum, and a faculty recruited from across the nation. Its graduates can be found in virtually every state, and most new graduates have landed their first position by the close of the summer following their graduation. Entry level salaries continue to be among the highest in business with demand from both business as well as not for profit organizations. This is a GREAT field!

For more information. . .

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