

Marketing

Close interaction between students and faculty and between students in working groups is a hallmark of the Marketing program at Stetson. Small classes and sophisticated team projects using business partners give you the real-world training you need to be successful after graduation. Add state-of-the-art equipment and software and you have a winning formula to help you prepare for your career.

A Distinctive Program

The Marketing Career Development Experience is a unique course offering for our Marketing majors. Students complete a 120-hour professional marketing internship in a marketing company and begin the process of creating a job search plan. The course helps students develop their career interest and includes industry research, classroom lectures and student exercises.

Academics and Research

Research

Students have the opportunity to conduct marketing research for real-world business clients.

Facilities and Opportunities

The Marketing program is part of the Stetson School of Business Administration and is housed in the Lynn Business Center.

The Stetson Marketing Association, a local chapter of the American Marketing Association, allows students access to an international professional and student membership, as well as opportunities for networking and career development. Since there is an active professional AMA chapter in Central Florida, student members of AMA can learn from and network with area professionals when they choose to attend their meetings.

Preparation for graduate study

Studies of Marketing alumni from 1993-2010 show that an overwhelming number of Marketing graduates say that they were very or extremely well-prepared for their first job or for graduate school.

Awards and Recognition

Distinguished Faculty

Two of our faculty members hold the title of Dennis C. McNamara, Sr. Professor of Marketing. Faculty members include:

- [Carol Azab](#), Ph.D., Southern Illinois University; marketing principles, marketing research/analytics, international marketing, consumer behavior

Fast Facts

Faculty: 5

Available for: Major, Minor

Popular Second Majors

Communication and Media Studies

Digital Arts

Management

Finance

International Business

» [Program Website](#)

Students in this program conduct team projects for business clients.

- [Michelle DeMoss](#), Ph.D., University of Florida; marketing ethics, sustainable business practices, marketing education
- [Scott Jones](#), Ph.D., University of Oregon; strategic branding, sport marketing and sponsorship
- [Carolyn Nicholson](#), Ph.D., Virginia Polytechnic Institute and State University; department chair; distribution strategies, supply chain
- [Deborah Goldring](#), Ph.D., Florida Atlantic University; strategic marketing, business-to-business marketing, Internet marketing, corporate marketing

Grant-Funded research

Students are encouraged to take part in the SURE program, or Stetson Undergraduate Research Experience. Each year undergraduate scholars are selected in a university-wide competition for grants to work with a faculty mentor on a summer research project.

Undergraduate Awards and Honors

The department gives the following awards: Business School Foundation Merit Award in Marketing, American Marketing Association Future Marketing Leader Award, Marketing Research Award, Marketing Ethics and Social Responsibility Award, Marketing C/A/S/E Award and Outstanding Marketing Senior Award.

Courses and Curriculum

» View the [Stetson University Course Catalog](#) for more information on the curriculum and courses for this academic program.

Beyond the Classroom

Internships

Students have recently interned for Performance Designs, Caravan Records, Parker Boats, West Volusia Wealth Management Group and Sonobi Media.

After Stetson

Diverse Careers

Marketing is a broad field, and career opportunities are limited only by a student's ambition. Marketing research can lead to positions in research firms, advertising agencies, or in-house marketing departments that need problem-solvers and information specialists. Career opportunities are available on both the managerial and creative sides of advertising. Recent alumni work for the New Orleans Hornets, LMG, Clarus Marketing Group, Carahsoft Technology Corporation, AmeriCorp VISTA, Robert Half International and Edward Jones.

More Information



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