

Raj Soin College of Business Marketing

What is Marketing?

The fastest growing companies of today, such as Apple, Amazon, Facebook, Twitter, and Google have not built their businesses around distribution and supplying goods. They focus on consumption models, and their single-minded focus is on building relationships to their family of consumers, to earn their trust, to expand their role in their consumers' lives, and to exchange with them everything from product design to service. In essence, developing a deep ongoing understanding of consumers to successfully create such customer exchange is at the heart of marketing. Courses within the marketing degree program help organizations understand and achieve this exchange in a global marketplace of oversupply.

Why Pursue a Marketing Degree at Wright State?

- The faculty fosters an active internship program through their connections with some of the region's most well-know firms.
- The Wright State Marketing Club is an official student chapter of the American Marketing Association.
- Through a strong partnership with retailer and supplier industries, the retail and consumer marketing program focuses on the development of student leaders in retailing and consumer marketing. The undergraduate marketing program provides a direct bridge for students to intern with and launch their career with some of the world's most successful consumer goods companies.



Position in Demand

Marketing Manager

Mean Hourly Wage: \$57.73
Mean Annual Wage: \$120,070

National Estimates from the Bureau of Labor Statistics: Occupational Employment and Wages (2009). Reflects data from all individuals at various career levels employed in this field, not a starting salary.

Careers in Marketing

- Advertising and Promotions Manager
- Assistant Marketing Manager
- Public Relations Specialist
- Sales Manager
- Research Manager
- Retail Manager
- Pricing Manager
- Pricing Analyst
- Special Event Planner
- Marketing Director
- Brand Manager
- Account Manager
- Marketing Director
- Media Buyer
- Trade Show Manager
- Product Manager
- Business to Business Marketer
- Business to Consumer Marketer
- Product Trainer

Department of Marketing

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Marketing: Median salary for occupations (2009)

Starting Salary Offer: New Grads	\$47,710
Advertising & Promotions Manager	\$80,220
Public Relations Manager	\$89,430
Sales Manager	\$97,260
Marketing Manager	\$108,580

Source: Bureau of Labor Statistics for 2008-2009 and N.A.C.E
*National median salary for the occupation including Bachelor's, Master's and Ph.D. degree holders. Wages vary greatly depending on geographic location, industry sector, education, and experience.

Marketing

Where are our recent Marketing Alumni?

Anheuser-Busch	PNC Bank
Atelon	Procter & Gamble
Standard Register	Reynolds & Reynolds
AT&T	Thomas B. Fordham Foundation
Penny Ohlman Neiman	Speedway Corporation
Cintas	Dayton Business Journal
Wright Patt Credit Union	Total Quality Logistics
Dayton Power & Light	Cityfolk
LexisNexis	Premier Health Partners
MeadWestvaco	Wright Patterson AFB
NewPage Corporation	Dayton Dragons
Mound Laser & Photonics	JP Morgan Chase
Justice Corporate Retail	Atomic Interactive

Real World Learning & Real World Results

Knowledge and Skills that Set You Apart

Students can choose from a variety of elective courses including: Personal Selling, Principles of Retailing, Entrepreneurship, Business-To-Business, Integrated Marketing Communications.

Internships and Co-ops to Jump Start Your Career

Our emphasis on co-ops, internships and project courses is geared for “real world” experience that allows you to apply your classroom learning and jump-start your career.

Marketing Club for Valuable and Fun Networking

The Marketing Club enriches your classroom experience and provides valuable networking opportunities. The Marketing Club frequently sponsors guest speakers – real industry professionals – who are working in a Marketing capacity and may be looking for top-notch talent for their firms.

Faculty Focused on Your Success

Our faculty go the extra mile to assist you both academically and in your career. Our classes are taught by experienced faculty in small class settings with opportunities to develop your fullest potential.

Sample Business Core Classes

Accounting * Statistics * Marketing * Business Communication and Writing * Global Economy * Financial Management * Legal Environment of Business * Management and Organizational Behavior * Management Information Systems * Operations Management * Strategic Management

Sample Marketing Curriculum

Consumer Behavior * International Marketing * Marketing Research * Marketing Strategy * Services Marketing * Personal Selling and Sales Management * Technologies in Marketing * Principles of Retailing * Business-To-Business Marketing * Entrepreneurship * Senior Projects in Marketing



The Best Business
Schools In The World

RAJ SOIN
College of Business
WRIGHT STATE
UNIVERSITY

The Raj Soin College of Business Advantage

Our program is the first in the region to be accredited by AACSB International, the highest accrediting body for four-year and post-graduate business degrees.

- **12, 623** The number of institutions granting business degrees worldwide
- **596** The number of AACSB accredited schools worldwide
- **5%** The percent of business schools accredited worldwide.

Fewer than **30%** of business schools in the US are AACSB accredited. The Raj Soin College of Business has met the standards for faculty expertise, academic quality, research and community service.

Raj Soin College of Business

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