

Marketing

Introduction

The marketing major offers preparation for professional leadership roles in a wide variety of careers. Graduates of the program commonly go into advertising, product management, public relations, customer service, sales, retailing, research, market analysis and data management. Delaware State's international faculty provide students with the global perspective to compete successfully for jobs in the growing fields of transnational marketing, trade, and distribution.

Marketing students cultivate superior communication skills, which are crucial to the success of any organization in the media-driven environment of the 21st century. They also tackle project-based assignments that involve real-world problems, while developing the ability to think creatively, strategically, and analytically.

Professional Preparation

The three-course Professional Development sequence, required of all majors in the College of Business, provides career enrichment and preparation. Spread out across the sophomore, junior, and senior years, it cultivates success-oriented attitudes, behaviors, and habits of mind. Students develop specific skills such as

- public speaking and presentations
- writing
- networking
- time management
- negotiation
- dressing for success
- teamwork and leadership

Most program courses meet in the Bank of America building, a professional learning environment that features multimedia classrooms, seminar rooms, distance-learning capabilities, and state-of-the-art computer facilities.

Faculty

Diversity is a major strength for the Delaware State business faculty. We call our department the "mini-United Nations," because our professors come from six different countries. Faculty are heavily involved in research and actively publish their findings in leading journals in their respective fields.

They also are well connected professionals who use their networks and personal experience to guide students in their career development. Delaware State instructors offer a lot of individual attention and mentorship, including guidance in the job market.

Research and Experience

All students in the College of Business gather first-hand observations and experience by completing as a management exposure experience (MEE), a 200-hour internship or mentoring relationship.

In addition, all College of Business students can take part in programs sponsored by the Delaware Center for Enterprise

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Published on DSU (<http://desu.edu>)

Development, headquartered right on the DSU campus.

Source URL: <http://desu.edu/business/marketing#comment-0>