

Marketing

Department of Management & Marketing, College of Business & Technology



wiu.edu/MandM



Program of Study

Marketing lies at the heart of successful organizations. Thriving businesses need employees who can identify customer needs, as well as create and implement marketing solutions to satisfy those needs. Through marketing courses at Western Illinois University, students will develop important skills in the strategic areas of products and services, technology, professional selling, promotion, pricing, and marketing management.

Classes are taught using a combination of multimedia technology, case analysis, lecture, computer-based simulations, and experiential learning activities. Class sizes are typically limited to 45 in principles courses, with advanced courses restricted to 35 students per section. The marketing major is offered at both the Macomb and Quad Cities campuses.

Focused Options

The program has two options focused on marketing technologies and enterprise marketing that will allow students to fully explore emerging areas of marketing used by world class companies to engage consumers and businesses. Mobile marketing, social media marketing, and a host of Internet-based marketing technologies, as well as courses on personal selling, advertising and direct marketing will give students a “knowledge edge” after completing these options.

Faculty

The marketing program includes professors who understand the needs of students and the industry partners that hire those students. Marketing professors specialize in internet marketing, mobile marketing, marketing technologies, marketing research, customer relationship management (CRM) professional selling, pricing, and services marketing. Together they have substantial industry experience nationally and internationally in the areas of branding, marketing research, sales, and retailing. This industry experience enables them to introduce students to a network of professionals.

The faculty makes extensive use of computer-based simulations as teaching tools in undergraduate marketing courses. In addition, the department’s low student-teacher ratio means students will have the personal attention needed for optimal learning.

Marketing faculty members are also outstanding researchers. Areas of specialized faculty research expertise include use of emotional appeals in advertising; marketing education; customer relationship management; digital marketing and technology, marketing culture; effects of promotion on consumer behavior; measurement techniques; and marketplace motivations, attitudes, and behaviors.

Scholarships

A number of scholarships, up to \$1,500, are available on a competitive basis. Detailed information on scholarships is available from the College of Business and Technology advising office, (309) 298-1619; the Scholarship office, (309) 298-2001; or at wiu.edu/Scholarship.

Honors in Marketing

To be eligible for the Centennial Honors College, entering freshmen must have an ACT composite score of at least 28 OR have a 26 or 27 composite ACT and be in the top 15 percent of their graduating class OR have an ACT composite score of at least 24 and be in the top 10% of their high school graduating class. A comparable SAT score is acceptable. To find out more, visit wiu.edu/Honors.

General honors seminars in the humanities, sciences, and social sciences provide students with the opportunity to explore key academic issues with distinguished faculty members.

Student Professional Organizations

Marketing students are encouraged to join and participate in Western's Marketing Club. Membership in the organization broadens students' education through discussions, visits with leading marketing officials, assistance with résumé and interview preparation, and field trips to marketing firms.

Accreditation

The College of Business and Technology (CBT) is fully accredited by the Association to Advance Collegiate Schools of Business International, which assures that students receive a rigorous, up-to-date education. AACSB International is the largest and most prestigious accreditation organization for management education in the world.

The Department of Management and Marketing and the CBT encourage involvement in internship programs with public and private businesses and industry. Along with credit toward graduation, such internships provide valuable experience and frequently result in employment upon graduation.

Career Opportunities

A degree in marketing is very desirable, offering challenging opportunities, career flexibility, and financial rewards. Career opportunities in marketing are varied and are available in the business, government, and nonprofit sectors. Students who graduated from the marketing program now hold exciting careers in different areas of marketing among the ones mentioned below:

Key account management	Product manager
Digital marketing	Public relations manager
Social media marketing	Research analyst
Brand or product management	Retail manager
Client relationship management	Sales manager
Business development manager	Product analyst
Buyer	Manufacturers' representative
Commercial/Marketing specialist	Domestic/International sales
Fundraiser/Development officer	

Campus Visits

The Admissions Reception Center (Sherman Hall 115) is open most weekdays from 8 a.m. to 4:30 p.m. when the University is in session.

- Group information sessions are available on Mondays and Fridays at 10 a.m. and 1 p.m., and individual appointments can be made on Tuesdays, Wednesdays, and Thursdays.
- Campus tours are conducted at 11 a.m. and 2 p.m., Monday through Friday.
 - Schedule a visit or tour online at admissions.wiu.edu by selecting "Visit Campus." Individual appointments can be scheduled by calling toll free (877) 742-5948 or (309) 298-3157.
- Appointments with advisors, faculty, or a financial aid advisor may be arranged separately during the week.

Additional Information

For more information on the marketing major, visit wiu.edu/MandM, or call the Department of Management and Marketing at (309) 298-1535 or the College of Business and Technology Advising Center at (309) 298-1619.

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