

DEFIANCE COLLEGE

“Keep the customer happy.”
This stock business truth begins long before the customer walks in the door and continues long after the customer walks out.

The marketing program at Defiance College understands that customers’ desires and values form the basis for a productive and ongoing business relationship. Marketing majors are equipped with the skills and competencies required to understand, create, and maintain mutually beneficial exchanges between organizations and their customers.

In addition to the strong general business foundation, students work closely with professors to obtain valuable skills in a variety of areas from market research to e-commerce, retail management to advertising.

“Keep the customer happy.”
Major in marketing at Defiance College and get ready to live out this truth in the business world.

Marketing

A Concentration within the Business Administration major



“What I liked best about Defiance College’s marketing program are the experiential learning opportunities students get and how the marketing faculty brings their work experiences into the classroom. This really helped me understand how marketing operates in today’s business environment. A great example was the student-run convenience store on campus - Buzz Mart. I was involved in market research, focus groups, advertising and promotion, site selection, product selection, and the retail operation of the store which allowed me to actually apply the terms and concepts I learned in the classroom to the real world.”

Michelle Schwab

Accreditation

The Business Programs at Defiance College are accredited by the International Assembly for Collegiate Business Education (IACBE). This accreditation offers the following benefits:

- ◆ Enhanced Reputation
- ◆ International Perspectives
- ◆ Continuous Improvement
- ◆ Best Practices
- ◆ Accountability
- ◆ Evidence of Quality



Marketing is a concentration area within the Division of Business and Allied Health and offers courses in Professional Selling, Retail Management, and Advertising among others.

The faculty in business strive to prepare their graduates to work successfully in the business world, to think creatively about business problems, and to make business decisions. They go beyond the training of technicians to encouraging those abilities, initiatives, and analytical skills which characterize the well-educated citizen.

Goals of the Business Program:

- 1) To understand the role of the business professional within the organization setting.
- 2) To develop an understanding and appreciation of diverse cultures within organizations.
- 3) To develop leadership skills and abilities within an ethical framework that will advance methodologies when interacting with others.
- 4) To utilize critical thinking skills to assess, analyze, and implement positive change within the business profession and organization.
- 5) To develop purposeful communication skills and integrate verbal and electronic methodologies when interacting with others.
- 6) To contribute to the organization by becoming a pathfinder through discovery, analysis, and evaluation of business information.

After College — What’s Next?

Careers in marketing are abundant in a variety of areas. Students can also choose to attend graduate school. Marketing students who have graduated from Defiance College are working at national companies such as Western and Southern Financial, Dicks Sporting Goods, and Powers and Sons as well as several banking institutions. A Concentration in Marketing prepares students for careers in a broad range of areas including brand management, retail management, sales, and advertising. Students can also choose to attend Graduate School (MBA).

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1-800-520-GO DC

www.defiance.edu/pages/bus_concentration_marketing.html

The Faculty

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Additionally, part-time instructors may teach specialized courses.



"We engage students in exploring and finding potential solutions. We bring real-world experience into the classroom and facilitate student involvement in the business world outside the classroom. Our faculty and staff are committed to working with individual students and their unique needs in proactively preparing them to enter today's unprecedented business environment."

Dr. Wayne D. "Buck" Buchanan
Professor of Business Administration

The Courses

Business Administration Major

- AC 221 Financial Accounting
- AC 222 Managerial Accounting
- AC 383 Legal Elements of Fraud
- BA 140 Introduction to Business
- BA 212 Business Statistics
- BA 214 Quantitative Business Analysis
- BA 228 Business Communication
- BA 260 Business Ethics
- BA 350 Business Finance
- BA 363 Business Law
- BA 365 International Business
- EC 201 Microeconomics
- EC 205 Macroeconomics
- MG 331 Management and Organizational Behavior
- MG 332 Human Resource Management
- MG 340 Teamwork and Teambuilding
- MK 340 Principles of Marketing

Required Advanced Core courses:

- BA 490 Business Policy
- MK 450 Buyer Behavior
- MG 470 Organizational Leadership *or*
- MG 485 Small Business Management

Economics elective:

Any Economics course numbered 300 or above

Marketing Concentration

Plus at least 12 semester credit hours taken from the following courses:

- MK 341 Advertising and Promotion
- MK 344 Retail Management
- MK 348 Sales Management and Professional Selling
- MK 410 E-Marketing
- MK 442 Marketing Management
- MK 449 Marketing Research
- MK 460 Selected Topics in Marketing

Defiance College admits students regardless of race, color, creed, sex, national or ethnic origin, disability, or sexual orientation. 6/11

Marketing Minor

The marketing minor is designed to provide relevant courses to students whose majors are in another department and who desire to acquire the fundamentals of the marketing discipline. Students majoring in a business area may not obtain a minor in marketing.

Weekend College

The Center for Adult and Graduate Programs offers a Weekend College program to adults seeking a bachelor's degree in Accounting, Business Administration, and Organizational Supervision and Leadership (completion program) in a flexible every-other weekend format. Courses are also available in accelerated formats as well as hybrid courses (blended face-to-face and online). An associate degree in Business Administration is also offered.

Master of Business Administration with concentrations in Criminal Justice, Health Care, Leadership, and Sport Management

The graduate program is designed for students who want to enhance their management and leadership skills. The curriculum design integrates courses from across disciplines to stimulate both critical and creative thinking. This broad perspective combined with a practical orientation provides the framework necessary for managing and leading in today's team-based organizations. Contact the Center for Adult and Graduate Programs at 419-783-2351 for more information.

Come for a Visit!

A campus visit is the best way to find out how Defiance College defies the ordinary college experience. We'll arrange for you to meet with an admissions counselor, professors, coaches, students, and learn about scholarship and financial aid opportunities. You can sit in on a class, tour campus, and stay overnight if you wish. Call our Office of Admissions at 419-783-2359 or 1-800-520-GO DC to set up your appointment.