



# MARKETING

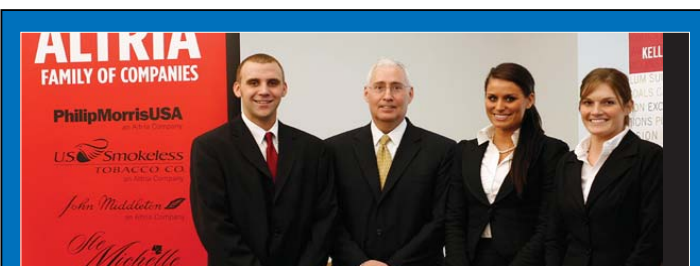
Defined as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large,” marketing is increasingly important in today’s competitive society. Marketing activities are fast-paced, dynamic, highly visible, and rewarding and remain essential to the survival of all organizations. Marketing specialists who can add excitement, creativity, and imagination to the flow of goods and services are essential to every organization. The Marketing Program in the Scott College of Business continually strives for excellence in its course offerings, faculty, internships and placement opportunities for graduates.

## Careers

About 50 percent of individuals who achieve senior management ranks have a marketing background. Marketing has been recognized as a fast-track to top corporate executive positions since most marketing positions require a thorough knowledge of the company, the customer, and the product. Students majoring in marketing find careers in:

- business to business sales
- advertising/ media buyer
- marketing research
- e-commerce/ web marketing
- sales force management
- customer relations
- brand management
- distribution management

Graduates can further enhance their education with a Master of Business Administration degree. This improves qualifications and can speed advancement to positions such as Director of Marketing or Chief Marketing Officer.



In the Sales and Negotiations Laboratory at Indiana State’s Scott College of Business, students practice sales calls and negotiation techniques to hone their skills and develop what they’ve learned in class.

“We are very, very proud of how our students experience improved confidence, an enhancement of professionalism and even better communication skills as a result of working in the lab,” said Jon Hawes, professor of marketing and director of the Sales and Negotiations Center at Indiana State University.

## Student Involvement

Indiana State University’s student chapter of the American Marketing Association is open to students from all majors and provides an excellent opportunity to gain marketing and leadership experience while having fun. The organization strives to provide hands-on experience in advertising, sales, new product development, research, and promotion.

## Scholarships

There are several scholarships designated specifically for marketing majors and other scholarships available to Scott College of Business majors and minors. For more information go to: [www.indstate.edu/business/scholarships](http://www.indstate.edu/business/scholarships).



SCOTT COLLEGE OF BUSINESS

[www.indstate.edu/business/marketing](http://www.indstate.edu/business/marketing)

## Curriculum

The Marketing Program is designed to facilitate entry into marketing positions and long-term professional advancement. Two tracks are offered: marketing management and sales management. After completing a basic body of business courses, the student will study buyer behavior, market research, and marketing strategy. Students pursuing the marketing management track study new product and pricing strategy, promotional strategy, channel management, and complementary courses. Students selecting the sales management track study professional selling, sales force management, business negotiations, business to business marketing, and complementary courses.

## Faculty



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## Alumni Spotlights



Timothy O'Neill, '69, has more than 35 years experience in the banking industry. He is a retired executive of First Indiana Bank of Indianapolis and served as an interim president of the ISU Foundation, (he had served on the Foundation Board since 1996). He was honored with ISU's 2007 Distinguished Alumni Award and was a member of ISU's Board of Trustees from 1987-1995. He was a member of the ISU Alumni Association Board of Directors from 1979 to 1985.



Charles Lingenfelter, '72, is senior consultant and vice president of Wilson Partners LLC in Troy, Michigan. He is a Member of the Scott College of Business' Insurance Advisory Council. "I came to ISU as a shy unproven student, but I left with the confidence and knowledge that my success was all before me with a bright future. That future continues to be realized," he said. Lingenfelter began his career in employee benefits at Metropolitan Life Insurance Company (MetLife) and later formed Wilson Partners with top leadership at FlexBen Corporation.



Christine Hill is Senior Director of Global Channel Development for Eli Lilly and Company, where she has held positions in sales training and market research. Hill is a member of the Google Health Partner Council, member of the Dean's Executive Council in the Scott College of Business, and a member of the university's Alumni Board of Directors. In 1993, she graduated with a marketing degree, was named ISU's NCAA Woman Student Athlete of the Year and Outstanding Marketing Student. Hill received the ISU G.O.L.D Award in 2003.

## Find Out More

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