Managerial Marketing

MAJOR  KENT.EDU/CRAWFORD/MARKETING

14 Minors & 1 Certificate
- Accounting
- Business
- Computer Information Systems
- Data Analytics
- Economics
- Entrepreneurship
- Finance
- Healthcare Systems Management
- Human Resource Management
- International Business
- Leadership
- Management
- Marketing
- Military and Leadership Studies
- Professional Sales Certificate

Bachelor of Business Administration in Managerial Marketing

- Students gain a wide range of skills in the areas of consumer behavior, marketing research, and sales. This major emphasizes hands-on experience, communication skills, team collaboration and a deep understanding of marketing strategy.

- Managerial marketing students work hands-on with clients as part of their classes. Past clients have included Pepsi, Goodyear, The Klaben Auto Group, Lubrizol, and The J.M. Smucker Company.

- Kent State is recognized by the Sales Education Foundation as a top university for professional sales education. The Kent State Sales Team has consistently placed in the top 10% of sales programs in regional, national and international competitions.

- Students gain valuable work experience with a well-established internship. Many companies use the internship as an extended job interview.

AVERAGE ANNUAL STARTING SALARY

$43,734

WHERE can I get a job?

Cedar Fair Entertainment Company  •  Enterprise rent-a-car  •  Fastenal Company  •  Fathom Digital Marketing  •  Meltwater  •  MRI Software  •  Penske Truck Leasing  •  Signet Jewelers  •  Target Corporation  •  Techtronic Industries  •  The J.M. Smucker Company  •  And more!

Information based on academic year 2021. Salary information based on Class of 2020.
The Career Services Office (CSO) in the Ambassador Crawford College of Business and Entrepreneurship provides one-on-one consults, workshops and networking events. Our career advising team is available the moment you step on campus to prepare you for finding and securing that next internship, co-op or full-time opportunity. Learn more at www.kent.edu/crawford/careers.

The Business Learning Community (BLC) makes the large university seem smaller by helping first-year students transition into college. An interest group in marketing is offered. For more information, visit www.kent.edu/crawford/blc.

EDUCATION ABROAD

Summer, spring break, winter break and semester-long education abroad options are available.

Ambassador Crawford College of Business and Entrepreneurship students have studied abroad in locations such as:

- Brazil
- Cayman Islands
- France
- Greece
- India
- Italy
- Switzerland

Limited scholarships available

Learn more at www.kent.edu/crawford/education-abroad.

Managerial Marketing MAJOR

“I love the Managerial Marketing program because it has better prepared me for my career through hands-on experience working on projects for real clients. This experience has equipped me to enter the workforce and take on new opportunities.”

Mackenzi Popovich
Managerial Marketing

Undergraduate Programs Office
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More information is available at www.kent.edu/crawford/student-orgs