



MARKETING

BRANDON OLESH DIDN'T KNOW HOW TO grow his company. So, he came to the College to study marketing. And that's when opportunities started exploding. Now, he's on his way to growing more than a company - he's building a unique career.

Before transferring to the College, Brandon ran a small landscaping business. In order to take the company to the next level, he knew he would need more education. "I had a two-year degree in horticulture, but it was the business background that I lacked - and marketing expertise in particular," he explains. "So, I sold the business and focused on college."

Brandon jumped right into the marketing major. Working closely with professors, he sought out independent studies and internships. One internship he served was with a firm that takes on the role of chief marketing officer for different organizations, many of them operating internationally. "It was great experience for me. Instead of working from the ground up, I had the chance to see it from the perspective of an executive. I would never have had that opportunity if I hadn't decided to come to the College."

He also sat in on a presentation from the president of Mercedes-Benz USA and managed to have lunch with the vice-president of marketing for Ford Motor Co. And, Brandon partnered with faculty members to re-establish the student-run marketing association.

"The job market can be tough and students really need to differentiate themselves. This organization gives students the opportunity to work on unique projects and enhance their résumés. We also network with marketing professionals and develop leadership skills."

Brandon is taking steps to position himself differently. "I want to have an advantage in the job market or if I start another business, and I know that the background and the knowledge that I'm getting in this program will do that. 📍



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OUR STUDENTS ARE UNIQUELY QUALIFIED TO AUGMENT THE MARKETING EFFORTS OF COMPANIES AND ORGANIZATIONS. FROM CONDUCTING MARKET RESEARCH TO DEVELOPING STRATEGIC CONCEPTS, THEY GAIN A COMPREHENSIVE UNDERSTANDING OF MARKETING THROUGH COURSES IN CONSUMER BEHAVIOR, INTERNATIONAL MARKETING, ADVERTISING, SOCIAL MEDIA MARKETING, SPORTS MARKETING AND OTHER TOPICS. THEY ALSO SERVE VALUABLE INTERNSHIPS AND GET INSIGHTS INTO THE BUSINESS WORLD FROM FACULTY WHO HAVE RUN THEIR OWN FIRMS, MANAGED PRODUCT LINES AND EARNED INTERNATIONAL RECOGNITION FOR THEIR WORK.

» OUR FACULTY'S EXPERTISE INCLUDES ADVERTISING, DATA MINING, E-COMMERCE, CROSS-CULTURAL MARKETING, BRAND BUILDING AND MORE.

» MARKETING EXECUTIVES FREQUENTLY VISIT CLASSES TO BRIDGE THE ACADEMIC EXPERIENCE WITH THE RELEVANT APPLICATION OF MARKETING KNOWLEDGE.