

# College of Business Administration

## DEPARTMENT OF MARKETING

### Fact Sheet

#### *Majors/Minors/Concentrations*

- ❖ **Majors:**
  - Marketing (BSBA)
- ❖ **Minors:**
  - Marketing - *New Fall 2012*

#### *Student Organizations*

- ❖ **The American Marketing Association:**  
The club's officers together with the marketing club's faculty advisor plan a yearly calendar of varied and interesting activities including field trips, plant tours, guest lectures, banquets, and community service.

#### *Scholarships*

- ❖ A number of scholarships and awards are also available to marketing students as is explained on the College of Business website.

#### *Internships*

- ❖ Internships are also available from local businesses and organizations and may be included as free electives in the BSBA degree.

#### *Program Preparation*

- ❖ Clarion's Marketing Program has a balanced curriculum and a well-qualified diverse faculty. Students can plan their programs to fit with their particular interests and needs. Marketing courses are involved with application software in Still Hall's computer lab. The program in marketing has been designed to prepare

students for careers in advertising management, non-profit marketing, marketing research, physical distribution management, retailing management, and general marketing management. Types of entry-level positions available to graduates include: account executive, advertising manager, buyer, inventory control manager, marketing researcher, media buyer, retail manager, sales representative, among others. Please see the U.S. Government Occupational Outlook <http://bls.gov/oco/> for more information.



#### *Department Faculty and Staff*

- ❖ Well qualified and diverse faculty who actively publish in their academic fields and are engaged in numerous professional activities. All courses are taught by interested and competent faculty.
- ❖ The doctorate degrees are all from distinguished universities with AACSB International Accreditation. The educational backgrounds represent a variety of areas of marketing which permits the upper-level courses and graduate courses to be staffed with highly competent specialists.



## *Faculty Listings*

- ❖ Dr. Brenda Ponsford, Ph.D. (2002)  
Professor and Chairperson  
Virginia Polytechnic Institute and  
State University, B.S., M.B.A, Ph.D.;  
Concord University School of Law,  
J.D.
- ❖ Dr. Paul Kim, Ph.D. (1978) Professor  
University of Minnesota, B.A., M.S.,  
Ph.D.
- ❖ Ms. Heather Kirkwood-Mazik, Instructor  
Doctoral Candidate, Cleveland State  
University; B.S.B.A, M.B.A, Clarion  
University  
Professional Qualified as a banking  
executive
- ❖ Ms. Vickie Persic, Department Secretary

### ***For More Information:***

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