
DEPARTMENT OF MARKETING



An annual spring reception brings together more than 60 of the nation's leading retailers to network with 150-plus marketing, retail management and professional sales students for internships and job placement opportunities.

School of Marketing— \$10 million endowment

- ◆ A named School of Marketing will reflect the department's standing in the national and international academic community, and provide a significant branding boost for the department's Bachelor of Science, Master of Science and Doctor of Philosophy programs.

Classroom Technology—\$150,000 to purchase; \$5,000 annually to operate

- ◆ Enterprise Resource Planning systems are at the heart of corporate operations, and students with an understanding and knowledge of ERP systems are in demand. The purchase of software will allow us to develop synergies with the college's data analytics efforts.
- ◆ A 3-D lab will help students understand layout, inventory management and supply chain implications of retail channel management.

Master's in Marketing Funding—needs and funding levels vary

- ◆ A permanent endowment will support student participation in case competitions and other enrichment activities.

PROFESSIONAL SALES PROGRAM

Sales Institute—\$5 million endowment

- ◆ A named institute will help attract additional faculty to enhance the program's stellar national and international reputation, and to fund the institute's expansion and research activities.

Sales Institute Director— \$1.75 million endowment or \$70,000 annually

- ◆ This named position will be occupied by an individual who will manage the Sales Institute's day-to-day activities, including corporate outreach, student placement, forum and conference development and training.

Sales Institute Outreach Fund—
\$50,000 annually

- ◆ This fund will be used for worldwide outreach and recruiting efforts, and enable students to attend sales competitions. Additionally, the fund will allow faculty to participate in national and international research summits, conferences and forums.

Sales Research Data Collection—
\$30,000 annually

- ◆ Funding for this initiative will provide access to timely data for faculty research. This funding will also be used to purchase panel data, as obtaining direct survey data in the business-to-business environment is increasingly difficult.

RETAIL MANAGEMENT PROGRAM

Center for Retail Management—
\$5 million endowment

- ◆ This named center will dovetail with the existing Retailing Center in the College of Human Sciences to provide retailers with access to students and research that addresses retailing from a managerial perspective. Our goal is to be a one-stop source for retailers looking for graduates with expertise in buying, merchandising and retail management.

Student Field Trip Endowment—
\$500,000 endowment or
\$20,000 annually

- ◆ This endowment will support interaction and networking between students and the executives of major retail organizations located in cities, such as New York City and Atlanta, and will include offsetting student expenses, making this opportunity affordable for more students. A recent field trip to New York resulted in students securing both job offers and internships.

Annual Food Retail Seminar—
\$500,000 endowment

- ◆ This named seminar will promote interaction between students and food retailing industry leaders who will come to campus to discuss career opportunities, responsibilities and challenges in the industry.

Retail Management and Merchandising
Lab—\$250,000 endowment

- ◆ This laboratory will provide state-of-the-art education for the next generation of retail managers. It will include fixtures for merchandising non-wearable fashions, monitors for both management and visual management from partner companies to conduct online challenges, and 3-D technology that will support merchandising and supply chain strategies, as well as top-tier research in the retailing discipline.

In the Boardroom Event—
\$250,000 endowment

- ◆ This named event, modeled after the television program “Inside the Actors Studio,” will expose students to retail CEOs and presidents with whom they can have in-depth discussions centered on industry-related issues.

Manager for a Day Program—
\$6,000 annually

- ◆ Funding for this program will provide opportunities for students to shadow retail managers for a day at their corporate offices and stores.