

# ILLINOIS WESLEYAN UNIVERSITY

## MARKETING

Emerging global markets and new forms of technology will have a profound effect on your future personal and professional lives. To be a truly effective contributor to today's organizations, and to society at large, you must have broad interests and cultural awareness. You must have a wide variety of skills. You must be able to devise new solutions to problems and communicate them clearly and effectively. This means that writing, discussion, problem-solving and group presentations play an important part in your business major; you will come to understand and be able to apply—not just memorize—the principles and ideas you need to know. In addition, you will take courses outside your major to help you acquire the broad outlook employers and graduate schools demand and to prepare you for a life of continued learning.

### Why Marketing at Illinois Wesleyan?

- The philosophy of Illinois Wesleyan's marketing major is that preparation for a career in marketing requires study of a broad spectrum of topics, but with the ability to focus on a single area.
- Marketing focuses on the connection between an organization and its customers. It requires communication and analytical skills, along with the insight to connect customer needs to an organization's offerings. Graduates find opportunities in all forms of creative customer engagement, purchasing and supply chain management, international marketing, sales management, market research, and product management.
- Students take a sequence of courses that cover all of the business fields: accounting, finance, management, marketing, business law, and strategy and policy, with an in depth look in marketing.
- This firm foundation in theory and its practice enables students to adapt to a changing workplace in the years following graduation. Because the marketing major is relatively flexible, many students choose a second major or a minor to complement it, or to study abroad for a semester. This enables students to pair marketing with graphic design, for example, or a new minor in analytics.
- The department offers several minors, including Arts Management (particularly suitable for fine arts majors) and Human Services (well-suited for nursing majors and others interested in health professions).

### Learning from a Quality Faculty

- **Karen Bussone**, *Visiting Assistant Professor of Business Administration; M.B.A.—Western Illinois University*  
Specializes in entrepreneurship and team-based projects, with extensive senior leadership in the food manufacturing industry. Director of the Small Business Development Center.



### A sample of courses in Marketing:

Foundations of Information Systems

Marketing in Services Industries and Not-For-Profit Organizations

Marketing Channels

Marketing and Social Responsibility

Consumer Behavior

Seminar in Marketing

International Business



“Marketing opens doors and windows into the future. Yours.”

### Dave Wallace

Assistant Professor of Business Administration

- **Tara Gerstner**, *Instructor of Business Administration; M.B.A.— University of Texas at San Antonio*  
Coordinator of Entrepreneurial Activities.
- **Fred Hoyt**, *Associate Professor of Business Administration; Ph.D. — University of Wisconsin-Madison*  
Research interests include U.S. and China/International Not-for Profits, services marketing and channels of distribution.
- **Robert Kearney**, *Edward R. Telling Professor of Business Administration; J.D. — University of Notre Dame; M.B.A.— Notre Dame University*  
Research interests include employment law and intellectual property.
- **David Marvin**, *Associate Professor of Business Administration; J.D. — University of Minnesota Law School; M.B.A.— University of Oklahoma*  
Research interests include insurance law, negligence and product liability law, including the law of product liability in other nations, directors and officer’s insurance coverage and noncompete agreements.
- **Joseph Solberg**, *Visiting Professor of Business Administration and Department Chair; J.D. — Loyola University of Chicago School of Law*  
Research interests include ethics, punitive damages, teaching pedagogy and employment law.
- **David Wallace**, *Assistant Professor of Business Administration; Ph.D. — Washington State University*  
Research interests concern inter-firm relations, particularly issues relating to channels of distribution.
- **Bill Walsh**, *Professor of Business Administration; Ph.D. — Indiana University*  
Research interests include employee misconduct, employee benefits, drug and alcohol screening, equal opportunity employment, dress codes and religious accommodation, sexual (mis)behavior in the workplace and early retirement incentives.

### Putting Learning into Practice

- IWU students intern with local, national, and international organizations such as Aeris, Caterpillar, Country Financial, Event Creative/Venue One, Identiti Resources, Kelly Scott Madison, ODEA Marketing, State Farm Insurance, Vector Marketing, Walgreens, and WeSolv.
- Students have access to marketing-related student organizations that including the American Marketing Association and the marketing honor society, Alpha Mu Alpha. The cocurricular activities of the American Marketing Association—the world’s largest organization of marketing professionals—includes conferences in New Orleans and St. Louis, as well as speakers and hands-on activities.
- The Hart Career Center hosts on-campus recruitment for job placement. A sampling of employers that have recently conducted on-campus interviews include Accenture, Allstate Insurance Company, Caterpillar Inc., COUNTRY Financial, Deloitte Services LLP, Edward Jones, Kimberly-Clark, KPMG LLP, MB Financial Inc., Peace Corps and State Farm Insurance.

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