MARKETING

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Davis&Elkins College
DIVISION OF BUSINESS & ENTREPRENEURSHIP

Marketing is an organizational function that provides management with information for product development, market segmentation and targeting, an understanding of consumer behavior, strategic planning, and deployment of a distribution system that allows the organization to maintain a competitive advantage.

UNIQUE COURSES

- Supply Chain Management
- Business to Business Marketing
- Applied Marketing Research
- Consumer Behavior

OPPORTUNITIES IN MARKETING

- Sales Management
- Brand Manager
- Internet Branding Strategies
- Advertising
- Product Buyer
- Product Development Strategist
- Marketing Analytics

INTERNSHIP OPPORTUNITIES

- Retail
- On-line Marketing
- Logistics Companies
- Non-profit Marketing

GRADUATE SUCCESS STORY

Shane Jones is a graduate of Davis & Elkins College. As a student, he provided leadership in many areas of campus including the Campus Activity Board, and president and vice president of the Hospitality and Tourism Club. Following graduation, he worked for D&E Hospitality Services as the catering coordinator. He is currently working at Mountain Memories as the community relations Director in Elkins, and is on the board of directors of the Elkins-Randolph County Chamber.

13:1 Student to Faculty Ratio

45 Undergraduate Programs

<700 Students Enrolled