

Alfred University College of Business brings back marketing major

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ALFRED, NY The Alfred University College of Business has reinstated its marketing major. The move will meet an increasing demand by students and is expected to significantly boost enrollment in the College. "Marketing is a major that is very popular," said Dr. David Martin, dean of the AU College of Business. "We felt it would be an attractive major and a would play a large role in our enrollment plans." The AU College of Business also offers accounting and business administration as majors. The marketing major was eliminated in 1987 because it didn't meet standards set forth by the College of Business's accrediting body, the Association to Advance Collegiate Schools of Business (AACSB), which required at least three professors in any major. Alfred University has two professors of marketing: Dr. John Howard and Dr. Amy Rummel. Dr. Martin explained that two years ago, the AACSB relaxed those requirements and the College began studying the possibility of bringing the marketing major back. A general increased popularity in marketing among students, current and prospective, played a role in the decision. "Marketing is one of the top majors nationwide," Dr. Martin said. "We have a generation of students raised on the Internet. It's a different world a visual world. Marketing is a visual discipline so it appeals to kids." "Marketing has always been a popular major. It uniquely includes so many interesting areas of study psychology, anthropology, statistics, sociology, mathematics, economics, etc. that there is something in it for everyone," said Dr. Howard. "There are many job opportunities in the field. If you include the distribution field in marketing, more people in the United States work in marketing than in any other field." The College has updated its marketing courses and established requirements for a Bachelor's of Science degree in marketing management. One thing that makes the new marketing major special is a partnership established between the AU College of Business and School of Art and Design. Marketing majors will be required to take one design course (Visual Communication). A second design course, Design for Business Vision, will be recommended as an elective. "The partnership creates a unique program that you won't find in many other business schools," Dr. Martin said. "It allows students to benefit from our internationally-recognized faculty in the School of Art and Design and emphasize the importance of design in the professional practice of marketing." "So much of marketing involves design: websites, advertising, brochures and public relations all have design elements. We don't want to make our students to become professional designers, but we want them to understand what motivates designers. We think it will produce well-rounded students who are more desirable in the job market." "The partnership with art and design is natural," Dr. Howard added. "Marketing students will some day be in the position to either produce or, more likely, commission creative work with which to communicate effectively with a broad range of customers. They will be more effective at this if they have some experience and understanding of the difficulty, frustration and potential of producing expressive and persuasive visual communication." The partnership does not require art and design students to take business courses. Dr. Martin expects the new marketing major, which went into effect Dec. 1, will be help in recruitment efforts and boost enrollment in the College of Business. Already, a dozen current AU students have changed their major to marketing, and Dr. Martin said five or six of those will graduate in May with a B.S. in marketing management. By the end of the current academic year, Dr. Martin expects 20-25 students will be majoring in marketing. An estimated 10-15 freshmen will enroll in the program next fall, giving the program approximately 35 majors for the 2005-06 year. "We're looking, long term, at having 60 to 70 students" enrolled as marketing majors, he said.