The American Marketing Association defines marketing as “the process of planning and executing the conception, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.” Marketing is a fast-moving, diverse field that includes the numerous business activities required to satisfy the needs of both the consumer and the industrial buyer. Our program will help you develop a strong background in communication, management, accounting, advertising, consumer behavior, industrial marketing, and salesmanship. And the degree’s liberal arts foundation will provide you with a solid basis for the human relations elements in the study of marketing.

A laptop computer is recommended, but not required, for students entering the marketing program. The college will provide a list of appropriate laptops to all students who have been accepted to attend Alfred State.

ADVANTAGES
Students gain a thorough understanding of many areas, including the design and implementation of a sales presentation, consumer-buying behavior, the use of technology in marketing communications, and much more.

DIRECT ENTRY INTO BACCALAUREATE DEGREE PROGRAMS
Alfred State marketing graduates may enter directly into the business administration BBA, the interdisciplinary studies BTech, or the technology management BBA degree program at Alfred State.

CONTINUING EDUCATION OPPORTUNITIES
Students may transfer directly into one of our own BBA degree programs or to another college. Although not limited to these schools, common transfer institutions include Alfred University, St. Bonaventure University, Rochester Institute of Technology, St. John Fisher College, SUNY at Albany, University at Buffalo, SUNY College at Brockport, SUNY College at Fredonia, SUNY College at Geneseo, SUNY College at Oneonta, SUNY College at Oswego, SUNY at Binghamton, Canisius College, Niagara University, and Hilbert College.

OCCUPATIONAL OPPORTUNITIES
- Consumer and industrial sales
- Service institutions
- Banks
- Advertising agencies
- Financial and credit agencies
- Insurance companies
- Recreational businesses
- Tourist bureaus
- Transportation systems

EMPLOYMENT STATISTICS
Employment and continuing education rate of 100 percent – 100 percent continued their education.

RELATED PROGRAMS
Accounting