

## MARKETING



MARKETING  
NO. 3

College Factual



### WHY STUDY **MARKETING** AT BRYANT?

*Our Marketing program, ranked No. 3 by College Factual, develops innovative leaders with world-ready experience and meaningful industry expertise.*

➤ Immerse yourself in *real-world learning experiences* in the classroom, in student organizations, in academic competitions solving business problems, and through internships with companies from State Street to Target.

➤ Explore topics such as buyer behavior, digital marketing, global marketing, marketing analytics, market research, promotions, sales, and services marketing through *our diverse curriculum*.

➤ *Enhance your leadership skills* through the Bryant Marketing Association, which provides career-oriented leadership opportunities.

#### **TERESA MCCARTHY, Ph.D.**

Associate Professor of Marketing and  
Global Supply Chain Management



- Experienced retail buyer and planning manager for 14 years at luxury retailer Bonwit Teller and Ross Stores, the nation's largest off-price retail chain.
- Sought-after industry consultant for companies from Motorola to Coca Cola to Barrett Distribution.
- A board member of the Institute of Business Forecasting and Planning New England Chapter, she championed the establishment and growth of Bryant's nationally recognized Global Supply Chain Management program.
- Recipient of multiple awards for teaching excellence.

*“Students in Bryant’s Marketing Program will learn the vital role marketing plays in the success of organizations. Our diverse, state-of-the-art curriculum provides many opportunities to apply critical thinking while engaging in hands-on, real-world problem solving. Exposure to the most current trends and technology in marketing, supported by the most relevant marketing theory, will prepare students for a wide variety of marketing career paths.”*

## INSPIRING FACULTY

Our Marketing faculty are award-winning educators, dedicated mentors, researchers and consultants across a range of industries and marketing functions. They combine the latest theory with direct experience. These caring and supportive professors get to know you as an individual in our close-knit, student-centered community. At Bryant, you'll acquire knowledge while developing your leadership style, a global perspective, and skills highly valued by employers and graduate schools.

### THE MARKETING FACULTY:

- Are prolific researchers and contributors to their fields
- Have extensive, practical experience in their areas of expertise
- Keep their doors open to be easily accessible to students
- Are involved members of the Bryant community, supporting a variety of initiatives and programs
- Serve as inspiring mentors to students

*The faculty is what really makes Bryant's Marketing department stand out. They don't just have experience in their field, I've seen firsthand that they really care about the success of their students and are always willing to help out however they can.*

#### GARRETT DOWNS '19

Executive Team Leader, Target  
Seekonk, MA

### Among Our Distinguished Faculty:



#### SUKKI YOON, Ph.D.

Professor of Marketing

- A globally renowned scholar in marketing and advertising, his award-winning research focuses on the fundamental questions of consumer behavior and addresses issues that enhance managerial marketing decisions. His work appears in more than 50 journal articles, book chapters, and books.
- He has served as a visiting professor at Grey Worldwide, a leading advertising agency in New York City; a consultant at numerous U.S. and Korean firms and government agencies; and a visiting scholar and professor at several U.S. and Korean universities including Harvard, Sookmyung, Dongguk, and UNIST.
- An Associate Editor of *International Journal of Advertising*, he has published articles in many international journals and has served on numerous editorial boards. He has also written columns about marketing and advertising for major newspapers and magazines.

#### WILLIAM TONDO '19

Co-Founder, House Enterprise;  
Founder, WT Marketing and Consulting  
Providence, RI



**MAJORS:** Marketing; Finance

**MINOR:** Communication

**HOMETOWN:** Southold, NY

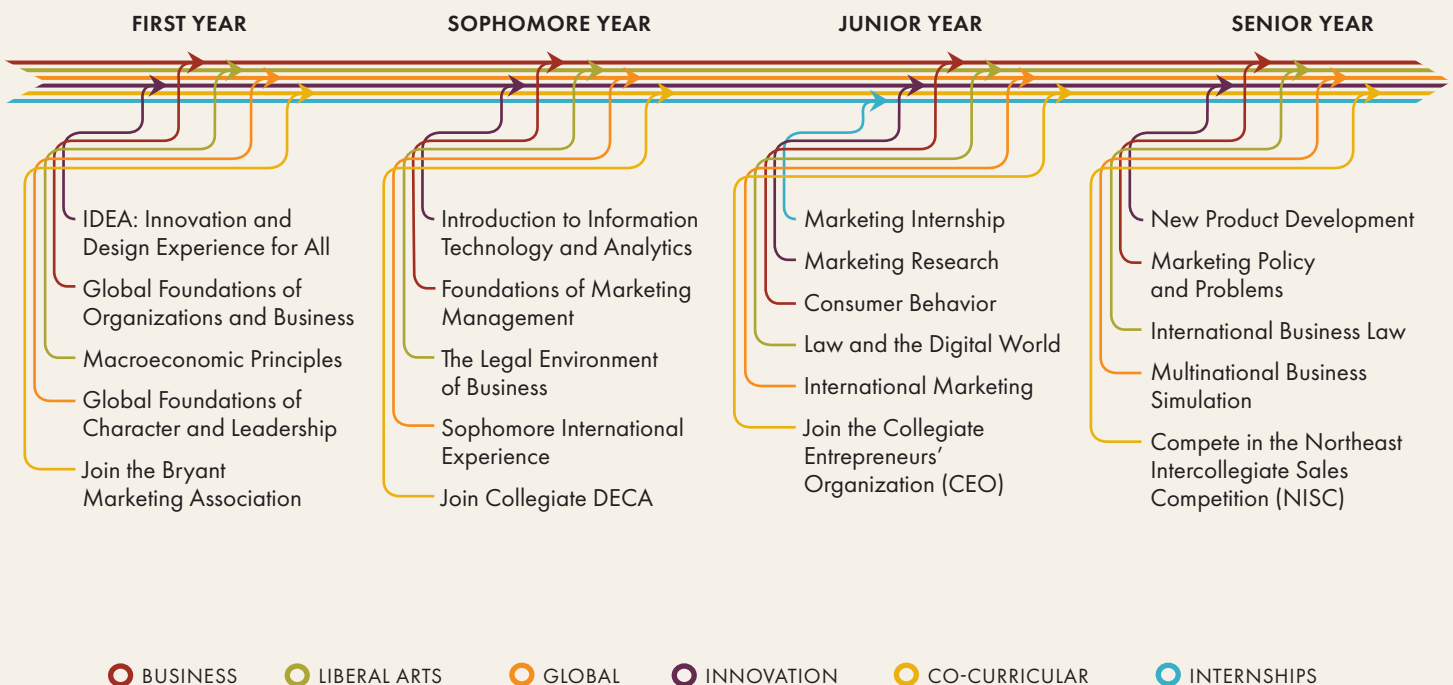
**PATH:** Editor-in-Chief, *The Archway*, student newspaper; Director of Alumni Relations, Collegiate Entrepreneurs Organization (CEO); Student Ambassador; Vice President of Public Relations, Inter-Fraternity Council; Sigma Chi Fraternity; Data Analysis Intern, Town and Country Real Estate; Sophomore International Experience: Germany and Spain; semester abroad in Spain.

*"This is a community like no other. The professors here are incredible. They're such a great resource, and they've always been there to help me. They introduced me to so many new ideas and made me excited to see what else would be in my future beyond Bryant."*

## DESIGNED FOR YOUR SUCCESS

Bryant's innovative educational experience is focused on one central objective – preparing you for success. Bryant is recognized nationally for integrating business and the arts and sciences to provide students with a powerful combination of highly marketable skills. With a strong emphasis on experiential learning, your Bryant education will include opportunities for internships, consulting, participation in national conferences and competitions, social entrepreneurship, and study abroad. Bryant's inspiring and purposeful student life is designed to enhance your learning and real-world credentials.

Here's an abbreviated sample path to success:



### MORGAN OLANDER '17, '19 MBA

Sales and Marketing Associate  
Charter Communications  
Stamford, CT



**MAJOR:** Marketing

**MINOR:** Communication

**HOMETOWN:** Mansfield, CT

**PATH:** Marketing Intern, New England Amateur Athletic Union; Bryant Sports Marketing Intern Director, Bryant Women's Basketball Operations; Beta Gamma Sigma International Honor Society member; Women's Basketball Captain; President's List Fall 2013; Special Olympics Athlete Assistant; Sophomore International Experience London and Paris.

*"Every marketing professor I had did a great job preparing me for my future beyond Bryant. Each class is set up to expose students to real-world marketing tasks and challenges that emerge every day in the workplace. I'm grateful for every lesson I learned at Bryant."*



## BRYANT **MARKETING** GRADUATES ARE IN DEMAND

*In business, government agencies, and nonprofit organizations including:*

- > ACI WORLDWIDE
- > AMAZON
- > AMERICAN RED CROSS
- > BNY MELLON
- > BUZZFEED
- > CAROUSEL INDUSTRIES
- > CBS RADIO
- > CHARTER COMMUNICATIONS
- > COLLETTE
- > DANA-FARBER CANCER INSTITUTE
- > DELL EMC
- > DISNEY CRUISE LINES
- > DIVERSIFIED COMMUNICATIONS HQ
- > EPSILON
- > FIDELITY INVESTMENTS
- > FIGMINTS
- > FRITO-LAY
- > HOUSE ENTERPRISE
- > MERRILL LYNCH
- > MICHAEL KORS
- > NICKELODEON
- > PEPSICO
- > PUMA
- > RIDE.COM
- > SCHNEIDER ELECTRIC
- > TIME INC.
- > THE JIMMY FUND
- > WT MARKETING AND CONSULTING

*In leading graduate programs including:*

- > Boston University
- > Bryant University
- > Hult International Business School
- > Mount St. Mary's
- > North Carolina State University
- > Ottawa University
- > Providence College
- > UMASS Boston
- > University of San Diego
- > University of Waterloo
- > Wagner College

## WHAT SETS BRYANT'S PROGRAM **APART?**

### 1 *Accomplished, Dedicated Faculty*

- Our faculty of dynamic and accomplished educators enrich their classes with their extensive real-world experience and the results of their prolific research.
- As inspiring mentors committed to Bryant's student-centered learning environment, the faculty invite students to share their questions and ideas.

### 2 *The Marketing Behavioral Lab*

- Develop knowledge and skills through rich applied learning opportunities as you conduct original consumer/marketing research.
- Engage with the distinguished professors in the College of Business who oversee the program, guiding you as you learn to conduct proper research and focus groups.

### 3 *Marketing Department-Sponsored Events*

- **ANALYTICS:** Deepen your understanding of the critical impact of analytics on business organizations at events such as Tableau Day at Bryant. Special learning opportunities offer avenues to discover the latest in the world of visual analytics.
- **SALES:** The **Northeast Intercollegiate Sales Competition (NISC)** provides employers from some of the best sales organizations in the nation and students pursuing sales careers with multiple opportunities to engage through networking, a tournament-style sales competition, individualized feedback and coaching, skill and leadership building sessions, social media, and more. Students also compete in the International Collegiate Sales Competition (ICSC) and participate in sales symposia, featuring experts who share their insights about topics affecting the field of sales.
- **CONSULTING:** Marketing students expand upon concepts and ideas developed in the classroom by working as consultants to real-world clients, presenting competitive analysis and market research-supported proposals to expand markets.

To learn more about Marketing or other programs at Bryant, please contact:  
Office of Admission • (401) 232-6100 • (800) 622-7001 • admission@bryant.edu