

We call them "majors." You call them your future:

# MARKETING



Somebody needs to find all those customers. You're ready to start looking.

Marketing benefits every part of a company or organization. It can make a positive difference on everything from product design and pricing to promotion and sales. Even where you locate a facility.

An education in marketing will prepare you for a wide range of careers in product management, public relations, advertising, promotion, market research, and sales. A marketing degree from Iowa State University's College of Business will prepare you to develop strategies, promote products and identify consumers to help customers get what they want and make sure your business grows.

## **GREAT STUDENTS. GREAT TEACHERS. A GREAT COMBINATION.**

As a marketing major, you'll be learning from some of the best people in the field. But don't just take our word. Our marketing department was recently listed by the *Academy of Management Journal* as the fourth most published non-PhD program in the nation, while a study by the University of Missouri found our marketing department was number two when it came to research impact and productivity. That's because our marketing faculty is among the most recognized and cited authorities on the subject of marketing, meaning you will learn from the same people that the world of business is turning to for advice.

## **IT'S ABOUT MORE THAN WHAT GOES INTO YOUR HEAD**

Sure, you will learn a lot in the classroom from our award-winning faculty. But we want to help you put all that knowledge to use. Many companies and organizations are looking for students who want to put their marketing knowledge to work through internship opportunities. From retail giants to national media companies, you'll have many opportunities at Iowa State University.

## **FORTUNE 500 COMPANIES MIGHT RELY ON YOUR ADVICE. NOW.**

The Student Business Lab is unique to Iowa State University. It provides students with a chance to apply your business education to real-life business issues. Over the years, companies such as 3M and Lockheed Martin have worked with our lab on important market research initiatives.

## **YOU'LL BE PREPARED FOR YOUR CAREER**

With a marketing degree from Iowa State University, you are ready to begin your career. In fact, 88 percent of our 2005 marketing graduates were putting their degree to work after they finished school. And our graduates began their careers with an average starting salary of nearly \$36,000.

## OK, SO WE'RE NAME-DROPPERS

MTV. The Minnesota Timberwolves. Principal Financial Group. Wells Fargo. Walt Disney World. Pioneer Hi-Bred International. Heard of them? Well, at the College of Business they will hear of you. We have one of the top career services offices around, ready to help you find a great place to put your skills to use. From leading corporations to emerging companies, they all visit Iowa State University to find the best and brightest in the marketing field.

## MAKE FRIENDS (AND COLLEAGUES) AT SCHOOL

Do lunch. Do some networking. Whatever business leaders call it when they get together, we'll give you some practice with dozens of students clubs and organizations from which to choose. For example, we have our own chapter of the American Marketing Association right on campus, giving you a chance to hear from visiting experts as well as attend a variety of both professional and social events. Plus, Iowa State University was recently recognized by *U.S. News & World Report* as one of the top 25 universities for smaller learning communities, making it easier to make new friends (and colleagues).

## THE BEST OF THE BEST

The College of Business at Iowa State University is one of them. How do we know? Because we are accredited by the Association to Advance Collegiate Schools of Business, which sets the highest standard of achievement for business schools around the globe.

## WE'RE READY. ARE YOU?

You'll find one of the nation's premier colleges of business right here. In Iowa. In the Midwest. In the middle of everywhere.

We'll help you get prepared for the adventure of business, no matter where it takes you. From Main Street to around the world. And you'll begin your adventure at one of the nation's Top 50 Public Universities, according to *U.S. News & World Report*, where you can enjoy more opportunities, explore more possibilities and realize more potential.

In other words, everything you expect in your college adventure.

So check us out. Give us a call. Pay us a visit. We're ready if you are.

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College of Business

*Enjoy the Adventure.*



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