

Marketing

School of Business

Kanbar College of Design, Engineering, and Commerce

Presentation Overview

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Dr. Chae Mi Lim

AREA COORDINATOR, MARKETING
ASSOCIATE PROFESSOR OF MARKETING



Chae.Mi.Lim@jefferson.edu



215-951-2812

Creating consumer relationships and value through marketing is a critical element for the success of organizations. Marketing activities include understanding the needs of consumers, developing and pricing new products and services, distributing these through marketing channels, and creating effective promotional strategies.

- Focus on project-based curriculum
- Work on interdisciplinary team-based projects and competitions
- Learn from faculty with advanced degrees, certifications, and professional experience
- Study abroad and internships can be easily integrated into the curriculum
- Network with professionals through School of Business advisory Board
- Degree can be completed in three years
- Accelerate your career and income potential by completing your MBA degree at Jefferson with one additional year of study
- Accredited by ACBSP

PLAN OF STUDY

Hallmarks Core (31-33 cr.) - a cumulative general education that builds essential skills to prepare you for your career.

Design Engineering Commerce Core (12 cr.) - introduces the principles and practice of innovation drawn from design thinking principles to identify opportunities and discover creative solutions to complex problems in a collaborative environment.

Major (18 Cr.) - Gain expertise in Marketing with advanced electives such as Consumer Behavior, Marketing Research, Brand Management, Digital Marketing.

Business Core (42 cr.) - integrates key functional areas of business and provides a strong foundation for pursuing Marketing major and assuming leadership roles.

Applied Business Analytics Core (included in Business Core) - provides cutting edge knowledge and skills to identify, understand, and deliver insights from large datasets.

Free Electives (18 cr.) - can also be used to pursue a minor and/or internships.



Business Models Project

Interdisciplinary student teams (Business, Design, Engineering) create new, innovative business models and compete at the annual *Top Ram Idea and Business Model Competition* sponsored by *Blackstone Launchpad*.



Top Ram runner up and innovation award winner (2016)
Date Mate, an app that curates the perfect date from start to finish



Top Ram runner up and innovation award winner (2018)
Revive, a sustainable clothing company that allows consumers to repurpose their out-of-style denim by reviving them into fashion-forward pieces

New Venture Project

Students use their own opportunity finding skills to pitch and vote on new venture concepts, then join together in small collaborative teams to spend the semester following a customer development process that enables them to experience first-hand how to create an entirely new venture that is market-ready.

Smart Air

- Can be controlled from your mobile device



- Able to have a different temperature in every room
- Unlike other air systems, where you can only have a different temperature on each floor

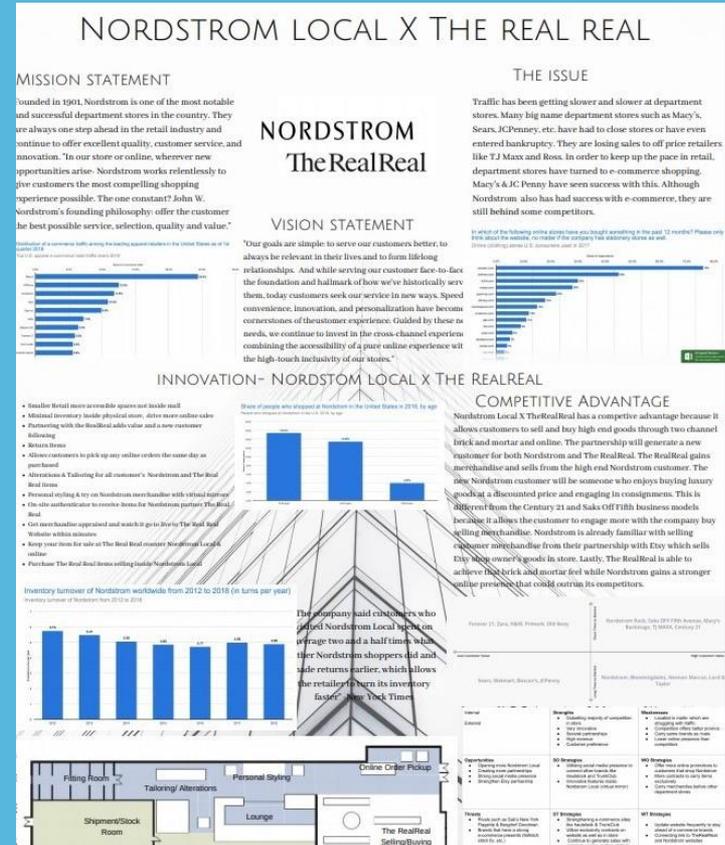


Tech-enabled temperature control targeted specifically to renters. Enabled at the vent level without the need to re-vamp the entire system (2019)

The Capstone Strategic Innovation Project

An individual, semester-long project that provides students the opportunity to demonstrate their understanding of basic business strategy by looking at an organization holistically, and combining the skills learned in their School of Business major with those learned in the DEC Core to showcase their vision for implementation of a strategic innovation that is also socially responsible.

Student-created infographic showcasing the plan for a *Nordstrom* “Local X” innovation in partnership with *The Real Real* that transforms unproductive retail store square footage into a production & selling space for local designers & luxury resellers (2019)



Industry Driven Education & Partnership

Our partnerships with Hootsuite and Google prepare students for careers in marketing communications, content marketing, and social media marketing. Our students have successfully passed and earned industry certifications as a component of their coursework that help them stand out in the Digital Marketing and Social Media Marketing Landscape!



PLACEMENT RATE

97%

RANKINGS

- #15 in the region
- # 5 Most Innovative University
- A BEST Value University
- (US News and World Report, 2018)

STUDY ABROAD

- Dublin, Ireland
- Rome, Italy
- London, United Kingdom

EMPLOYERS OF JEFFERSON GRADUATES

- | | |
|------------------|-----------------------|
| • J.P. Morgan | • Tesla |
| • Macy's | • Louis Vuitton |
| • H&M | • Tiffany & Co. |
| • QVC | • Pandora |
| • Burlington | • Verizon |
| • CSAA Insurance | • Philadelphia Flyers |

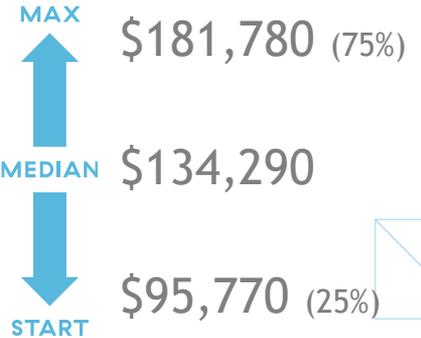
JOB TITLE

Marketing Manager

OUTLOOK

Marketing managers are responsible for developing, implementing and executing strategic marketing plans for an organization or brands within an organization in order to attract potential customers and retain existing customers.

SALARIES



(US News and World Report, 2018)

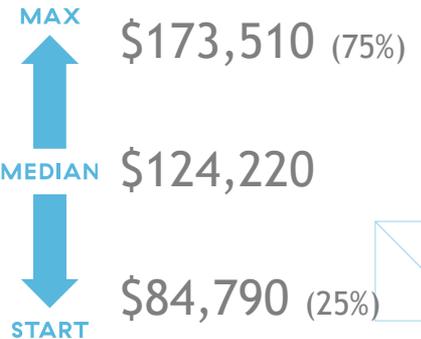
JOB TITLE

Sales Manager

OUTLOOK

Sales managers guide their sales teams by setting goals, training their staff and developing new strategies for the sales teams to operate efficiently and achieve goals.

SALARIES



(US News and World Report, 2018)

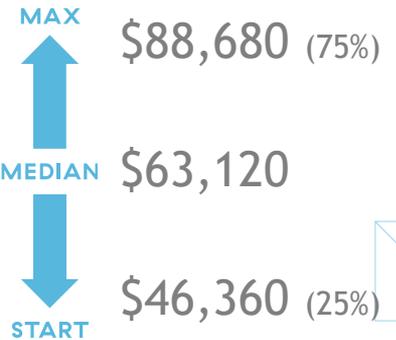
JOB TITLE

Market Research Analyst

OUTLOOK

Market research analysts help companies figure out who their consumers are, what those consumers want and how much they'll pay for what they want. The responsibilities include forecasting marketing trends, measuring the effectiveness of marketing programs, analyzing data, and presenting reports to clients and management.

SALARIES



(US News and World Report, 2018)

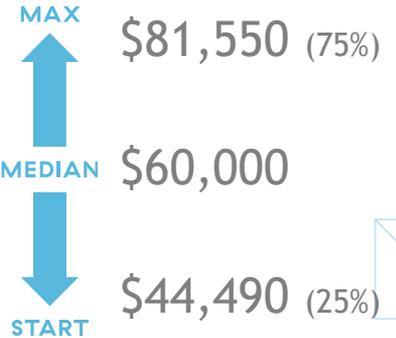
JOB TITLE

Public Relations Specialist

OUTLOOK

Public relations Specialist represent their company or client to the media by generating positive publicity and enhancing their reputation. They maintain close relationships with journalists, bloggers, opinion leaders, and create print and web-based communications materials.

SALARIES



(US News and World Report, 2018)



Sebastian Durand

CLASS OF 2020

As a French student-athlete, I came to the US to pursue my college career. After spending my first 2 years of college in Illinois, I chose to transfer to Thomas Jefferson University as a Junior student in Marketing. During my time at Jefferson, I learned how to always innovate to solve complex issues. I have been challenged and supported by my professors to deliver my best work and constantly improve.

“Just like life, marketing is about adaptation, and Jefferson gave me the opportunity to prepare myself to adapt to everything”

To get the best out of the program, do not hesitate to use all the resources available to you at Jefferson and put maximum efforts in everything you do.



Tiffany Panfile

CLASS OF 2020

“My marketing classes, along with my general business classes, challenged my creativity in ways that it hasn't ever been before. I've loved getting to know both the students and professors involved in my major. The small class sizes facilitate a great relationship with the professors, and all of my marketing professors have shown that they genuinely care about the success of our futures.”

I advise anyone interested in pursuing a marketing degree at Jefferson to get to know your professors. They are all helpful in so many ways, whether you need help figuring out what you want to do after you graduate, or simply just help with a homework assignment.



Dr. Ryan Cruz

MARKETING, ASSISTANT PROFESSOR

BS, MBA, PhD, New Mexico State University
MS, Ithaca College

Ryan obtained his PhD in Business Administration with a concentration in marketing from New Mexico State University. His research has appeared in several outlets, including the *Journal of Interactive Marketing*, and has been recognized and awarded by the *American Marketing Association* for his work in Digital and Social Marketing.

COURSES

- MKTG-102 PRINCIPLES OF MARKETING
- MKTG-310 INTEGRATED MARKETING COMMUNICATION
- MKTG-315 MARKETING IN A DIGITAL ENVIRONMENT
- MKTG-412 MARKETING STRATEGY SEMINAR

Dr. Ryan Cruz

MARKETING, ASSISTANT PROFESSOR

After spending time in the sport management realm, Ryan entered academia to pursue cutting edge research. Ryan earned his MBA and PhD from New Mexico State University and also holds an MS from Ithaca College. Ryan's research and consulting expertise lay in digital marketing and branding. His research examines brand identity, brand communication, and consumer engagement in digital environments. Specifically, Ryan focuses on methods and strategic marketing that optimize digital brand communications to engage consumers and foster relationships.

"I love connecting with my students, learning who they are, where they want to go, and helping them develop the personal and professional skills to be the marketing professional they aspire to become."

I love connecting with students and building relationships with them and in turn, letting them learn how consumers build and manage strategic relationships with brands. Critical thinking and problem solving is paramount for the modern marketer - our cross-disciplinary program helps students bring the breadth of their education, experiences, and observations into the classroom and solve business and marketing problems. This is a truly unique skillset that used in tandem with the traditional marketing logic helps our students to confront the global challenges of our modern-day economy.



Professor Jason Crook

MARKETING, TEACHING ASSISTANT PROFESSOR

MBA, Thomas Jefferson University
BS (Cum Laude) Psychology & Business Administration, Gardner-Webb University

Jason is a successful entrepreneur- active not only in the classroom, but also the business community. Prior to his entrepreneurial and academic endeavors, Jason served as Director of Marketing Research at a Philadelphia-based national advertising agency and Director of Corporate Branding for a pharmaceutical marketing organization. In 2006, Jason was granted a US patent as the co-inventor of a “Method and System for Analyzing Effectiveness of Marketing Strategies.”

COURSES

- MKTG-305 - CONTEMPORARY BRAND MANAGEMENT
- MGMT-111 - ESSENTIALS OF ENTREPRENEURSHIP
- MGMT-411 - VENTURE CREATION
- MGMT-498 - CAPSTONE: SIMULATION
- MGMT-499 - CAPSTONE: CSR
- iMBA-604 - BUSINESS MODEL INNOVATION
- iMBA-731 - DESIGN THINKING IN BUSINESS

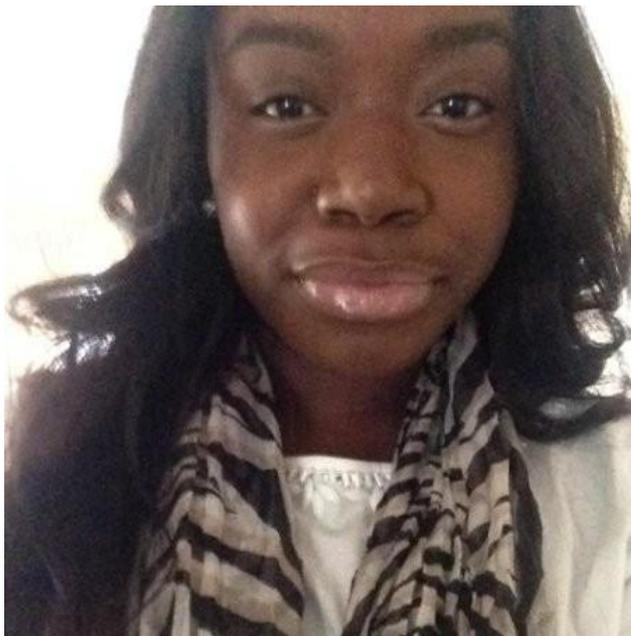
Professor Jason Crook

MARKETING, TEACHING ASSISTANT PROFESSOR

For nearly two decades, Jason has served as principal at his own marketing communications and research consultancy. His expertise spans a variety of industries, including: retail, pharmaceuticals, consumer packaged goods, banking/finance, and technology. He is well known for his talents in product development, brand strategy, promotional concepts, and creative development. Since 2003, Jason has put those skills to good use as the proprietor of his second entrepreneurial venture, an award-winning retail business that he successfully adapted into a global eCommerce business in 2010.

“As an entrepreneur, I fully grasp the importance of having passion for your work. Being in the classroom with my students is a professional choice I’ve made because I’m passionate about it!”

The rules of my classroom mirror those of my business because I’m here to prepare students for what’s next in their life. All my academic endeavors are set against a backdrop of on-going, unique practical experience that affords me the opportunity to bring relevant and interesting real-world examples to the classroom. I perceive myself as a professional mentor to my students and feel privileged to have the opportunity to impart the knowledge I’ve gained over the course of my career to a new generation of business leaders.



Dominique Williams

ASSISTANT BUYER, BURLINGTON STORES COOPERATE OFFICE
CLASS OF 2016

Major in Marketing

Minor in Fashion Merchandising & Management

“The Marketing program at Jefferson prepares you for real-life business environments. During my time here, I had the opportunity to take courses that gave me the ability to work with ‘real’ companies, who had ‘real’ challenges in order to better my understanding of what it would be like to work within the industry. For that I’m grateful, thank you Jefferson!”



Oscar Nunez

PARTNERSHIP MANAGER, LIVE BREATHE FUTBOL
MBA STUDENT AT THOMAS JEFFERSON UNIVERSITY
CLASS OF 2019

Major in Marketing

Minor in International Business

"The networking opportunities are endless and internships can be found through our career services page or even better, from the alumni who walked through the same campus as I did. By having professors with many years of experience guiding students through the given topics and tools needed to succeed within the workforce, the marketing program is a great way for young adults to jumpstart their professional career."



Jefferson

Thomas Jefferson University