

# Marketing

*Much more than buying and selling, marketing is uncovering needs and filling them. At St. Ambrose you'll find a comprehensive marketing curriculum that stresses analysis and communication, emphasizes both theory and practice, and is shaped by the needs of the business community. A major in Marketing leads to such career opportunities as product management, industrial marketing management, advertising, sales management, marketing research, retailing and consulting to name a few.*

## Contact us

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Visit the Marketing Department Web site at [www.sau.edu/cob](http://www.sau.edu/cob)

For general information about

St. Ambrose or how to apply:

Admissions Office

563/333-6300 or 800/383-2627

email: [admit@sau.edu](mailto:admit@sau.edu)

[www.sau.edu](http://www.sau.edu)

## Degrees offered and required credit hours

St. Ambrose University offers a Bachelor of Arts in Marketing. A minor also is offered in this discipline for non-business majors.

The Marketing degree requires completion of the business core and foundation courses, and 15 credit hours of advanced business coursework in marketing and international marketing. Internships are strongly recommended.

## Program highlights and courses

St. Ambrose's Marketing Department fosters close ties with the corporate community to provide a wealth of practical experience, including a variety of internship opportunities. The program provides in-depth knowledge of enduring principles and concepts. These are brought to life by real-world marketing examples and actual business experiences gained through outside marketing projects, case studies, field trips, and computer simulations.

Courses in the marketing major include Principles of Marketing, Advertising, Marketing Research, Professional Salesmanship, Sales Management, Consumer Behavior, Marketing Management, Topics in Marketing, International Marketing, and a capstone marketing strategy class.

See our course catalog at [www.sau.edu/catalog](http://www.sau.edu/catalog) for a full description of required and elective courses.

## Internships

Participating in an internship gives students an enormous advantage when starting their job search by providing real-world experience, a network of contacts, work samples and professional references. In many cases, students can receive up to three hours of academic credit, and it is not uncommon to receive monetary compensation.

## Alumni

Graduates with Marketing degrees currently work in a variety of local, regional, national and global corporations.

## About the faculty

The Marketing faculty are members of the Marketing Studies Department of the College of Business. Faculty with primary responsibility for Marketing courses include:

**Frank Borst** EdD, Professor

[BorstFrankJ@sau.edu](mailto:BorstFrankJ@sau.edu)

Prof. Borst teaches marketing management, entrepreneurship and sports marketing among other subjects. He holds an EdD from Memphis State University and has been at St. Ambrose since 1991.

**Karl Hickerson** PhD, Professor and Department Chair

[HickersonKarlA@sau.edu](mailto:HickersonKarlA@sau.edu)

Prof. Hickerson joined the Marketing Department faculty in 2002 following a

26-year career at Deere and Company. He completed his PhD in industrial/organizational psychology from Washington State University while serving as an officer in the U.S. Air Force. Prof. Hickerson joined Deere and Company in 1976 as a management training instructor and held positions in human resources and operations management in three divisions, most recently serving as vice president of customer service at the former John Deere Health Care. He teaches classes in marketing research, consumer behavior and professional sales.

**Judy Schreiber** PhD, Associate Professor

SchreiberJudyL@sau.edu

Before coming to St. Ambrose to teach in 2002, Judy Schreiber worked in the insurance industry as an actuary in product development and as a marketing manager. She earned her PhD in Marketing at the University of Iowa. She teaches courses in marketing, advertising and consumer behavior.

**Craig Shoemaker** PhD, Professor

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Prof. Shoemaker's professional experience spans 25 years managing in global companies and owning his own marketing services firm. He teaches marketing at both the undergraduate and MBA levels in the United States and internationally, and has published numerous articles. Prof. Shoemaker holds board appointments both in and outside of the Quad Cities and consults extensively in the for-profit and not-for-profit sectors. He teaches international marketing and marketing strategies, the capstone class in marketing. Prof. Shoemaker earned his doctorate at the University of Iowa and has taught at St. Ambrose since 1992.