



Business Administration Professional Specialization: Marketing

Marketing at Daemen:

- Students in the concentration explore marketing through coursework, experiential projects, internships, and extracurricular activities.
- Students state they feel “confident, prepared and motivated” when applying for internships and jobs.
- Courses cover a range of disciplines, including advertising, sales, promotions and digital communication, branding and design, supply chains and distribution, and marketing research and data analysis.
- Students apply knowledge and skills they acquired from marketing projects at internships.
- Each student is personally advised on their professional track by an experienced professor.
- Students’ ability to think creatively, culturally and ethically is emphasized throughout the program.
- Marketing at Daemen is professionally driven. Professors are active business professionals who draw from their everyday experiences.
- Students pursued MBA programs or landed jobs in their fields upon graduation. The program offers dual major and minors for those interested in exploring challenging business ventures.

Real World Experience:

- Successful internships allow students to apply classroom learning.
- Marketing students have completed internships at successful local and multinational companies including: Eric Mower and Associates, Rich Products, UPS, Buffalo Sabres, Channel 7 News, Delaware North, and more.
- Business Trips – students build their marketing skills from interactions with active business professionals.

Marketing Students Completed Internships at:

Neon Entertainment - Marketing Research Intern
& Promotions/PR/Marketing Intern
Paragon Advertising Agency - Advertising Account
Executive Intern
Eric Mower and Associates - Account Services Intern
& Writing Intern
Independent Health - Sales Assistant
PUSH Buffalo - Website and Event Coordinator Intern
Rich Products - New Product Developer
Mennes Nursery - Marketing Associate

Buffalo Niagara Association of Realtors - Marketing/
MIS Intern
American Red Cross - Communications Intern
Erie County Health Dept. - Marketing Intern &
Research Intern
UPS - Management Intern
Joe Basil - Social Media Marketing Intern
RealtyUSA.com - Realty Intern
Buffalo Sabres - PR Game Night Intern
Channel 7 News - Programming/AM Buffalo -
Assistant Producer

International Institute of Buffalo - Program Associate
Cystic Fibrosis Foundation of WNY - Special Events Intern
Lamar Outdoor Advertising - Advertising Intern
Buffalo Spree - Marketing Asst
Amherst Pepsi Center - Facilities Operation Intern
Delaware North - Corporate Communications Associate
Citadel Broadcasting - Promotional Assistant/ WEDG FM
Shea's Performing Arts - Concessions Dept. Intern
Perry's Ice Cream - Marketing Asst.
Entercom Buffalo - Marketing/PR Intern
Z-101 Niagara Radio Group - Marketing Assistant

*did you
know...*

AMA – NATIONAL AMERICAN MARKETING ASSOCIATION –
Daemen College Marketing Association Chapter – The AMA
congregates more than 45,000 members in 92 countries and
500 chapters in North America. It provides extensive marketing
connections to our students with educational and professional
networks.



Marketing Career Opportunities:

- Marketing Manager
- Brand Manager
- New Product Development
- Creative Manager
- Marketing Communications
- Events Manager
- Marketing Coordinator
- Internet Marketing
- Business to Business Marketing
- Marketing Advertising Agencies
- Customer Service Manager
- New Business Development
- Retail and Sales Manager
- Public Relations
- Market Development Manager
- International Marketing

Minors:

Students have the opportunity to complete minors in areas such as:

- Entrepreneurship
- Sustainability
- Public Relations
- Public Administration
- International Business
- Human Resource Management
- Sport Management

Minors will further refine and expand students' career opportunities.

Research Projects:

Senior marketing students are required to work on a final research project and present it at Academic Festival. Some recent projects include:
Greenbuffalo.org – Senior marketing students developed the concept for www.greenbuffalo.org. Greenbuffalo believes in quality of life with the mission to steer generations to an environmental commitment for a healthier and green world.

Daemen Channel – A New Generation Channel through virtual media. Students created videos through the collaboration of interviews of companies who take part in, or have strong knowledge of their topic of focus. The topics presented were: Buffalo's Waterfront, International Business, and Corporate Green Initiatives on the global or local environment.

Rebecca Howell, Business Administration

Specialization in Marketing, Minor in Public Relations

Current Job: Advertising Traffic Administrator

"I think the marketing program at Daemen is excellent. The professors are very knowledgeable. They go above and beyond to ensure the education you're receiving will help better you as a professional in the future.

I am happy to say I landed a job in the marketing field right after I graduated. The program really helped me develop my interviewing skills. It also helped me develop a better knowledge of the industry, and encouraged me to develop networking skills that would follow me for a lifetime.

Not only did Daemen prepare me to start my career, but it also prepared me to become a successful graduate student as well. In my experience, everything I learned in Daemen's Marketing program helped me land my first marketing job."