

Marketing was a culmination of many of the business lessons I'd learned leading up to the class. It taught me that there are many aspects of a company that need to be taken into consideration when trying to convey a positive image to potential customers. For our final marketing assignment, we were tasked with presenting our ideas and analyses to a local, online startup company that manufactures medal display hangers. We performed a complete shakedown of the company from an educated business standpoint that can be referenced from the included paper. It was probably the most successful, comprehensive and gratifying project I'd done to date. The business owners were present for our presentation and they were pleased with our findings and our ideas to polish an already viable model. Jennifer Black reflected her satisfaction with our project with high marks

During this class, I learned that technology plays a key role in Marketing and I am excited to explore possibilities of acquiring a position with a marketing firm. Data analysis is used to determine how to market a company, what demographic to market to and which products are producing revenue depending on where they are in their life cycle, packaging and other factors. Competitor and industry analysis are equally as important when considering marketing strategies and the driver for any campaign is indeed accumulated data translated into a picture that can be referenced for educated business decisions. This class was my last in the business school and I feel that my maturity within the basics aspects of business were necessary for this class and will be an asset in my next career.