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Abstract

This paper is the creation of a marketing strategy plan for the Center for Professional Selling at Ball State and it allows for a look inside a very unique business model that requires a level of creative problem solving outside of the realm of many traditional marketing tactics. I look at the current state of Ball States Sales Program and from that assess a marketing strategy that they could implement to grow and strengthen their brand. The first part of the paper examines the current state of existence for the Center, and the second examines strategies they could implement to grow their brand. The final section of the paper lays out an action plan that clearly proposes actions and guidelines for an optimized marketing campaign.

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