

Marketers coming back for Miami U. event

About a dozen Miami University graduates who work in high-level marketing jobs are returning to the Oxford campus Friday to impart their career wisdom on current Miami students.

Miami has dubbed the event "Cradle of Marketers," a play on its popular "Cradle of Coaches" moniker for football.

The event will be at the Farmer School of Business and includes companies such as Forbes and Rockfish Interactive.

"If you think about accounting, it's a fairly straightforward career path," Marketing Department Chairman Bob Dahlstrom said.

"Marketing, it's a little harder to figure out where to go."

But with the emphasis on data analytics, marketing is a hot job category, Dahlstrom said.

"Retail is still booming, and in our part of the country, marketing research is really taking off," he said.