GARY L. AND KAREN S. TAYLOR INSTITUTE FOR DIRECT MARKETING

The Gary L. and Karen S. Taylor Institute for Direct Marketing was established at The University of Akron's College of Business (CoB) in 2005 with a major gift from Gary and Karen Taylor, both of whom are UA alumni and leaders in the field of direct marketing.

The Taylor Institute was founded to support undergraduate and MBA students in the specialized ideas, issues, and techniques of Direct/ Interactive Marketing, including:

- Social Media Marketing
- Marketing Analytics & Database Marketing
- Qualitative Marketing Research
- Integrated Marketing Campaign Development
- Teleservices
- Digital Marketing (SEO and SEM)

The Taylor Institute is charged with a mission to advance best practices and disseminate new Direct/Interactive Marketing knowledge through the development of marketing business leaders through Education, Research, and Service.

Taylor Institute programs and initiatives are designed to be integrated with the Marketing curriculum and provide experiential learning opportunities to supplement the theoretical learning students receive in the classroom making the Taylor Institute truly the location *"where theory meets practice."*

Website: Gary L. and Karen S. Taylor Institute for Direct Marketing (https://www.uakron.edu/cba/centers-and-institutes/taylor/)