The Gary L. and Karen S. Taylor Institute for Direct Marketing was established at The University of Akron in 2003 with a major gift from Gary and Karen Taylor, UA alumni and leaders in direct marketing. The Institute was founded to educate undergraduate and MBA students in the specialized ideas, issues and techniques of Direct/Interactive Marketing.

The Taylor Institute’s mission is to advance best practices and disseminate new Direct/Interactive Marketing knowledge. Taylor Institute programs and initiatives are designed to be integrated with the College of Business Administration Marketing curriculum. This integration helps provide experiential learning opportunities to supplement the theoretical, classroom knowledge gained by students, which truly makes the Taylor Institute a 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)