

Alumnus eager to teach branding on OSU's growing virtual campus



Jeremy Darlow will join the faculty of OSU's booming Professional and Noncredit Education program. PHOTO COURTESY JEREMY DARLOW

Picture the products we use every day: Cheerios, Facebook, Coca-Cola. What comes to mind? The yellow of the cereal box, the blue of the login page, the looping script of the words on the soda can — and ultimately, a series of acute emotions accompanying the visual representation of each of these brands.

That oftentimes-instant association between brand and feeling influences and informs the decisions made by consumers.

"There are so many like products and commodities in the market today — it's the brand and their stories that make the difference in a consumer's mind," said Jeremy Darlow, '03.

What he calls the "perception and identity game" of brand marketing compels Darlow, senior brand and digital marketing manager for adidas, to be passionate about his line of work.

"I can talk and debate marketing for hours," Darlow said.

Darlow's career in brand marketing began at Oregon State. A psychology class piqued his interest in the way the human mind processes and associates what is perceived. Seeking a practical application of his psychology coursework, Darlow graduated with a degree in business administration and a minor in merchandising management coupled with a host of lessons gained from College of Business faculty.

From there, Darlow traveled to the San Francisco Bay Area for his first jobs in the corporate world, eventually returning to Oregon to combine brand marketing with a career closer to family in the Portland metro area.

Darlow will have the chance to return to campus — virtually — as a guest instructor with the digital communications and brand management certificate program. Offered through Professional and Noncredit Education, Oregon State's continuing education provider, the professional certificate allows those hoping to launch a career in digital communications the opportunity to learn about branding, search optimization and telling stories across platforms.

Many of the other continuing education programs offered by PNE are geared toward professionals who need career specific opportunities to advance their knowledge. The program offers flexible coursework without the cost and commitment of a full degree program, and participants can choose either to enroll in the entire online certificate or to take a single class for targeted learning.

While giving shape to the concepts to be presented over the course of the program, Darlow will join guest instructors from the Portland Timbers, Jive Software and other Pacific Northwest organizations to share stories of how incorporating digital communications practices resulted in measurable success for their company.

"People always ask about 'What's next,' but I think the most successful marketers lean on their particular brand marketing philosophy year after year versus reacting to trends and the latest industry buzz," Darlow said.

Already a die-hard Beaver fan who attends every game he can — including the most recent College World Series — Darlow believes serving as a guest instructor will allow him to explore an aspect of alumni life new to him. He hopes to help his fellow Beaver explore new career paths and maybe discover a new passion.

"Beaver Nation is an extended family to me and I am committed to doing everything I can to help our alumni succeed professionally and personally," he said.

— Gail Cole, '11