

Marketing | Major

“My professors are all supportive and accessible. The hands-on marketing projects in class helped me get a great internship which is so important for the job market.”—Audrey Hoffman '09, Mertztown, PA

PROGRAM HIGHLIGHTS IN BRIEF

Each of Alvernia University's Business programs examine the contemporary business world from both practical and ethical standpoints. Business majors combine classroom learning with real world knowledge through cooperative education experience. This broad-based approach prepares graduates to succeed professionally by developing the supervisory and managerial skills necessary for career advancement. Alvernia business faculty have solid academic qualifications and years of business experience. They are in touch with the latest trends and issues in the business world.

In the Marketing program, students develop an understanding of consumer perceptions and the creation of an exchange of value between the consumer and an organization. The Marketing major prepares students to serve a valued marketer role in any organization. As students learn more about the field, coursework can be tailored to enhance career prospects in fields such as advertising, sales, product development, direct marketing, public relations, consumer products, sport marketing, and marketing research.

ACCREDITATION

Alvernia University's Business Department, including its major in marketing, is accredited by the Association of Collegiate Business Schools and Programs (ACBSP). For information explaining the benefits of earning a degree from an ACBSP accredited program, please visit www.acbsp.org or send an e-mail to info@acbsp.org.



INTERNSHIP OPPORTUNITIES

Internship placements for our students have included Citizens Bank, Walt Disney World, Rohm & Haas, Vanguard, GVA Smith Mack, Haines & Kibblehouse, US Department of Treasury, US Department of Finance, Sovereign Bank, Strohmamm/Maier's Bakery, Webb Insurance, InRoads, Reading Royals, Olsen/DeTurck, Philadelphia Eagles, Cott Beverage, Four Seasons Produce, Morgan Stanley, Ernst & Young, and the Camden Riversharks.

HONOR SOCIETY

Alvernia University's Business program sponsors the Lambda Zeta chapter of the Delta Mu Delta Honor Society through its accrediting body, ACBSP. Delta Mu Delta is an honor society for juniors, seniors, and graduate students that recognizes scholarship in Business Administration. Membership in Delta Mu Delta is limited to the top twenty percent of the junior, senior, and graduate classes. Becoming a member is an honor indicative of earnest, intelligent purpose and achievement.

PHI BETA LAMBDA

Phi Beta Lambda provides opportunities for post-secondary and undergraduate students to develop vocational competencies for business and office occupations and business teacher education. The specific goals are to promote competent, aggressive business leadership, understand American business enterprise, establish career goals, encourage scholarship, promote sound financial management, develop character and self-confidence and to facilitate transition from school to work.

The Alvernia University PBL Chapter has won many awards on both state and national levels. Since its formation in 1988, the Chapter has become well-known for its excellence, earning the prestigious Hollis & Kitty Guy (national) Gold Seal Award of Merit six times. In competitions, the Alvernia PBL Chapter regularly participates in state and national workshops and conferences, is active in campus projects and completes community service projects.

CAREER SUCCESS

Our Marketing graduates have entered MBA programs at Alvernia University and many other fine graduate schools. Others find employment with renowned local, national, and international companies including Beard Miller & Co., CPA; Magnatech International; Ernst & Young; Vanguard; Carpenter Technology; Hi-Tech

Communications; Johnson & Johnson; Kellogg's; Pepperidge Farm; AT&T; Prudential; First Union; Aetna; the Pennsylvania Department of the Auditor General; and Morton Powder Coatings.

Alvernia is a Catholic, Franciscan university dedicated to the ideals of professional and community service and personal fulfillment. Our Career Services staff provides assistance with resumé preparation, interview skills, and job and graduate school searches.

CAREER OPPORTUNITIES

Account Representative	Director of Marketing	Merchandising Manager
Advertising Executive	Distribution Manager	Product Analyst
Art Director	Fundraiser	Product Manager
Brand Manager	Grant Writer	Promotions Director
Buyer	Import/Export Manager	Public Relations Manager
Consultant	International Marketer	Purchasing Agent
Copywriter	Internet Marketing Specialist	Sales Manager
Direct Mail Specialist	Market Research Analyst	Sales Promotion Manager
Direct Sales Person	Media Buyer/Analyst	

CURRICULUM OVERVIEW

Business Core Requirements (33 Credits)

BUS 101	Financial Accounting	
BUS 200	Managerial Accounting I	-OR-
BUS 250	Accounting Principles	
BUS 206	Management Principles	
BUS 207	Marketing Principles	
BUS 248	Macroeconomics	
BUS 249	Microeconomics	
BUS 342	Business Law	
BUS 410	Financial Analysis	
BUS 411	Corporate Finance	
BUS 426	Strategic Management	
BUS 438	Business Seminar	
MAT 208	Introductory Statistics	-OR-
MAT 209	Probability and Statistics	

Students who major in another discipline may minor in business by earning 21 credits. See catalog (www.alvernia.edu/catalog/) for minor requirements.

Marketing Major Requirements (24 Credits)

BUS 305	Accounting Information Systems	-OR-
BUS 311	Principles of Management Information Systems	
BUS 308	Sales and Sales Management	
BUS 309	Advertising and Promotion	
BUS 324	Consumer Behavior	
BUS 414	International Marketing	
BUS 434	Marketing Management	
BUS 444	Marketing Research Seminar	
Related Requirements:		
COM103	Fundamentals of Speech	-OR-
COM155	Introduction to Acting	-OR-
COM344	Writing for the Workplace	

CONTACT INFORMATION

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