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


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
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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