



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, '10M 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. The Business Department also offers several other business degrees, with specializations in accounting, human resource management and management.

ACCREDITATION

Alvernia University's Business Department, including its major in marketing, is accredited by the Accreditation Council of 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 email 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.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT

Alvernia's chapter of the Society for Human Resource Management acquaints students seeking careers in management, human resource management, or labor relations with current issues and trends in these fields.

Our Superior Merit winning student chapter is recognized locally by the Berks County SHRM Chapter. Sponsorship affords our students networking opportunities with professional chapter members during monthly meetings. The professional chapter also helps to sponsor events such as our on-campus Job Fair. Student members have been active participants in various community events such as Toys for Tots Road Run and MADD fund raisers. In addition, students attend national and state conferences.

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.

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

BS/Marketing

*Liberal Arts Core (54/55 Credits)**

*General Elective Requirements (as needed)***

Marketing Major Requirements (61 Credits)

BUS 101	Financial Accounting	BUS 414	International Marketing
BUS 200	Managerial Accounting I -OR-	BUS 426	Strategic Management
BUS 250	Accounting Principles	BUS 434	Marketing Management
BUS 206	Management Principles	BUS 438	Business Seminar
BUS 207	Marketing Principles	BUS 444	Marketing Research Seminar
BUS 208	Sales & Sales Management	ECON 248	Macroeconomics
BUS 305	Accounting Information Systems -OR-	ECON 249	Microeconomics
BUS 311	Principles of Management Info. Systems (CIS311)	MAT 208	Introductory Statistics
BUS 309	Advertising & Promotion		
BUS 324	Consumer Behavior		<i>Choose one of the following related requirements:</i>
BUS 342	Business Law	COM103	Fundamentals of Speech
BUS 410	Financial Analysis	COM344	Writing for the Workplace
BUS 411	Corporate Finance	COM155	Introduction to Acting

*Students entering the program with 70+ transferable credits or an associates degree must complete 30/31 Liberal Arts Core credits.

**A total of 123 credits and 3 credits in a human diversity course are required to complete a Bachelor's degree. To adhere to Franciscan Values, community service hours are also required. In addition, at least 30 credits at the 300/400 level must be taken at Alvernia University.

CONTACT INFORMATION

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