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. The Continuing Studies Division also offers several 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 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 email 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 continuing studies juniors and seniors that recognizes scholarship in Business Administration.

PHI BETA LAMBDA

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

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.

ALPHA SIGMA LAMBDA

Alpha Sigma Lambda is the premier national honor society for nontraditional adult students. Its aim is to recognize the special achievements of adults who accomplish academic excellence while facing competing interests of home and work. For the nontraditional student, the Society stands as an inspiration for continuing scholastic growth, and is a builder of pride through recognition. The Alvernia University ASL Chapter serves as a vehicle for imparting appreciation for adult students’ academic achievements and contributions. To this day Alpha Sigma Lambda is not only the oldest, but also the largest, chapter-based honor society for full- and part-time students.
**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**

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<tr>
<th>Account Representative</th>
<th>Director of Marketing</th>
<th>Merchandising Manager</th>
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<tr>
<td>Advertising Executive</td>
<td>Distribution Manager</td>
<td>Product Analyst</td>
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<td>Art Director</td>
<td>Fundraiser</td>
<td>Product Manager</td>
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<td>Brand Manager</td>
<td>Grant Writer</td>
<td>Promotions Director</td>
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<td>Buyer</td>
<td>Import/Export Manager</td>
<td>Public Relations Manager</td>
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<td>Consultant</td>
<td>International Marketer</td>
<td>Purchasing Agent</td>
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<td>Copywriter</td>
<td>Internet Marketing Specialist</td>
<td>Sales Manager</td>
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<td>Direct Mail Specialist</td>
<td>Market Research Analyst</td>
<td>Sales Promotion Manager</td>
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<td>Direct Sales Person</td>
<td>Media Buyer/Analyst</td>
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**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 200 Managerial Accounting I
- BUS 206 Management Principles
- BUS 207 Marketing Principles
- BUS 208 Sales & Sales Management
- BUS 248 Macroeconomics
- BUS 249 Microeconomics
- BUS 305 Accounting Information Systems
- BUS 309 Advertising & Promotion
- BUS 324 Consumer Behavior
- BUS 342 Business Law
- BUS 410 Financial Analysis
- BUS 411 Corporate Finance
- BUS 414 International Marketing
- BUS 426 Strategic Management
- BUS 434 Marketing Management
- BUS 438 Business Seminar
- BUS 444 Marketing Research Seminar
- MAT 208 Introductory Statistics

*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.

*** In addition to BUS 101, BUS 206, BUS 207, MAT 208, the CORE Math also requires a grade of C or higher.

**CONTACT INFORMATION**

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School of Continuing Studies
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