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 in the job market.”—Audrey Hoffman ’09, ’10M Temple, 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


MARKETING & COMMUNICATION ASSOCIATION

Alvernia’s Marketing and Communication Association involves students seeking different career backgrounds, including Marketing and Communication, to engage in current issues and topics within these occupational fields. Club members brainstorm ideas to assist organizations in becoming more brand visible. Student involvement in this association enables them to discover new career techniques and leadership skills through projects and guest speakers, networking events and volunteer 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 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
Advertising Executive
Art Director
Brand Manager
Buyer
Consultant
Copywriter
Direct Mail Specialist
Direct Sales Person
Director of Marketing
Distribution Manager
Fundraiser
Grant Writer
Import/Export Manager
International Marketer
Internet Marketing Specialist
Market Research Analyst
Media Buyer/Analyst
Merchandising Manager
Product Analyst
Product Manager
Promotions Director
Public Relations Manager
Purchasing Agent
Sales Manager
Sales Promotion Manager

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 - OR -
BUS 250 Accounting Principles
BUS 206 Management Principles
BUS 207 Marketing Principles
BUS 208 Sales & Sales Management
BUS 305 Accounting Information Systems - OR -
BUS 311 Principles of Management Info. Systems (CIS 311)
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
ECON 248 Macroeconomics
ECON 249 Microeconomics
MAT 208 Introductory Statistics
Choose one of the following related requirements:
COM 103 Fundamentals of Speech
COM 344 Writing for the Workplace
COM 155 Introduction to Acting

*Students entering the program with 70+ transferable credits or an Associate's 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.

Program requirements are subject to change. Contact your admissions counselor for the most up to date information.

CONTACT INFORMATION

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