Marketing Major:
Your Academic Guide to Freshman Year

Think Globally

- Explore opportunities for study abroad, alternative break trips, pilgrimage to Assisi, the Washington Center and service trips.
- Start at the Study Abroad Office or studyabroad@alvernia.edu.

Take the Right Classes

- Review general education, University and Major requirements.
- Be aware of which semester required courses are offered.
- Focus on getting good grades.

Get Good Advice

- Get to know Business faculty and your advisor.
- Visit the Educational Planning Center on the first floor of Bernardine Hall.

Real Life Learning

- Explore opportunities for upcoming internships.
- Utilize skills acquired in First Year Experience.

Make the Right Connections

- Identify peers that support your academic goals.
- Get involved by joining Alvernia's Marketing and Communication Association or Phi Beta Lambda, an organization that provides opportunities to develop vocational competencies for business positions. In addition to these business-oriented groups, you may decide to join the Student Government Association or consider some of the many other student clubs and community organizations.

Get Ready to Graduate

- Develop a working resume.
- Assess your strengths, weaknesses and interests.
Marketing Major:
Your Academic Guide to Sophomore Year

Think Globally

- Review opportunities for extended learning and, if interested, start planning with the Study Abroad Office.

Take the Right Classes

- Focus on getting good grades.
- Work with your advisor to make sure you're taking the courses you need in the semester they are offered.

Get Good Advice

- Talk to Business Department faculty and your advisor about your area(s) of interest within the field of accounting.
- Stay in touch with the Educational Planning Center.
- Consult faculty and advisor about an internship that matches your interests.

Real Life Learning

- Look into the Alternative Break program.
- Shadow in jobs that relate to your specific interests.
- Look for part-time or summer jobs that relate to your interests.
- Get familiar with the Educational Planning Center's internship database.

Make the Right Connections

- Volunteer for community service.
- Stay involved in clubs and organizations.
- Observe the roles of those in leadership positions.
- Form study groups.

Get Ready to Graduate

- Update your working resume.
- Assess your strengths, weaknesses and interests.
Marketing Major:  
Your Academic Guide to Junior Year

Think Globally

- Participate in Study Abroad program.
- Participate in service trips or “May”mester.

Take the Right Classes

- Focus on getting good grades and improving GPA.
- Secure internship, if applicable.
- Work with advisor to make sure you’re on track to graduate on time.

Get Good Advice

- Talk to faculty members about career opportunities.
- Stay in touch with the Educational Planning Center.
- Get familiar with Vault.com, a career services library available on Educational Planning Center's website.

Real Life Learning

- Look into the Alternative Break program.
- Shadow in jobs that relate to your specific interests.
- Look for part-time or summer jobs that relate to your interests.
- Get familiar with the Educational Planning Center's Internship database.

Make the Right Connections

- Assume leadership roles on campus.
- Connect with alumni in your field.
- Connect with area business leaders through the Marketing and Communication Association.

Get Ready to Graduate

- Tell your advisor if you're interested in Alvernia's MBA + 1 option, a program that enables you to earn an MBA degree in just one year after completing your undergraduate degree.
- Get feedback on working resume from Educational Planning Center.
- Get resume ready for practicum applications and job fair.
- Work on getting recommendations.
- Attend Career Planning opportunities such as job fairs and practice interviews.
- Look for coaching opportunities.
Marketing Major:
Your Academic Guide to Senior Year

Think Globally

• Look for service opportunities.

Take the Right Classes

• Complete internship if you are participating in one.

Get Good Advice

• Work closely with advisor to make sure you're on track to graduate on time.
• Stay in touch with the Educational Planning Center.
• Talk to faculty members about career opportunities.
• Ask for advice from professionals in your area of interest.

Real Life Learning

• Participate in off-campus activities, such as volunteering with an Alvernia community partner.

Make the Right Connections

• Connect with area business professionals through Marketing and Communication Association or by other means.
• Continue in leadership roles on campus.
• Connect with alumni in your field.
• Attend campus events at which alumni are present.

Get Ready to Graduate

• Fine tune your resume.
• Search for jobs through Vault.com and the connections you've made through the Marketing and Communication Association.
• Finalize recommendations.
• Attend Career Planning opportunities such as job fairs and practice interviews.
• Attend the Alvernia Job Fair.