

MARKETING

Marketing is one of four departments within the College of Business accredited by the Middle States Association of Colleges and Schools, and the Association to Advance Collegiate Schools of Business (AACSB International). AACSB is a certification agency for business management programs around the world. AACSB accreditation is held by only about 25% of business schools in the U.S. and 15% globally. To uphold the rigorous standards of AACSB accreditation, the primary focus of the Department of Marketing is to prepare you, as a student, to compete successfully and ethically in today's fast-paced, high-tech, global business environment. To accomplish this goal, the department faculty will assure that you achieve a number of learning objectives, which include providing you with the ability to

- develop an understanding of the ethical concerns on marketing decisions;
- use appropriate business tools and processes to develop, analyze, and communicate information;
- develop an awareness how global diversity impacts marketing decisions;
- effectively communicate information of a business nature through oral and written presentations;
- effectively interact with others as part of a team;
- possess the requisite knowledge and tool sets of the marketing discipline; and
- appropriately be able to acquire and evaluate information to solve a marketing problem.

Career Opportunities

As a graduate of the marketing program, you may choose employment opportunities in a wide variety of organizations, such as consumer or industrial goods and services companies, distribution, financial services, retailing, health care, insurance, or public service. Entry-level positions might be in sales, administration, buying, or general management training programs. Graduates also may choose to seek advanced degrees in business, law, or other fields.

Graduates of the department electing to pursue advanced degrees have been accepted at a variety of accredited universities including the following:

Drexel University

New York University

Pennsylvania State University

Temple University

University of Delaware

Graduates also hold positions at the following companies:

Accenture

Astra Zeneca

Cintas

Comcast Spectacor

Disney

Endo

Goodwill Industries

Habitat for Humanity

ING Direct

Intuit

Johnson & Johnson

McKesson Health Solutions

MediaCom

NASCAR

Novo Nordisk Pharmaceuticals

QVC

R2C Group Advertising

SAP

SEI Investments

Siemens Medical Solutions

Synthes

Target Corporation

Thermo Fisher Scientific

Vanguard Investments

Undergraduate Degree

As an incoming freshman, you must apply to the pre-business program. After completing 45 credits with a minimum GPA of 2.5 and passing an Excel exam, as well as select math and business courses with a grade of "C" or better, you may apply for entry into the marketing major. If you are a transfer student, you meet these same criteria before being admitted into the major.

Bachelor of Science in Marketing. This program focuses on a broad understanding of the policies and practices required to function effectively in the business environment. The department places particular emphasis on the activities required to identify and understand customer needs and to design strategies that create and deliver goods and services that meet those requirements, while maintaining a balance among consumer, organizational, and societal demands.

UNDERGRADUATE FACT SHEET

You also can earn this degree through evening classes.

Typical Courses

Advertising
Consumer Behavior
International Marketing
Internship in Marketing
Marketing Management
Marketing Research
Marketing Strategy and Planning
Personal Selling
Senior Seminar in Marketing
Special Topics Seminars

Study Abroad Opportunities

When you are at the junior and senior levels, you may acquire practical experience in an organization through an internship and earn three to six credits. If you are interested in international business, you may be able to schedule a semester abroad and receive transfer credit.

Faculty

You can obtain a complete listing of faculty and their academic qualifications for this program from the WCU website by entering Marketing Department in the search box.

Related Student Activities

American Marketing Association, Collegiate Chapter

For More Information

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E-mail: MARKETING-CBPA@wcupa.edu
610-436-2304
Web page: http://www.wcupa.edu/_academics/sch_sba/marketing/
Undergraduate Catalog: http://www.wcupa.edu/_information/official.documents/undergrad.catalog/

About West Chester University

A comprehensive, public institution, West Chester University offers high-quality undergraduate and graduate degree programs in more than 100 subject areas, as well as certification and certificate programs. As one of the largest members of the Pennsylvania State System of Higher Education, West Chester offers a full and rewarding educational experience as well as reasonable tuition.

With a rich heritage dating back to the 19th century, West Chester University was founded in 1871 as West Chester Normal School for the purpose of training teachers for the Commonwealth's newly established public schools. In 1960, West Chester State Teachers College expanded its programs to include liberal arts and graduate degrees and, as a result, dropped "Teachers" from its name. In 1983, West Chester State College became one of the 14 institutions in the State System of Higher Education. Along with its university status, the school acquired a new system of governance and the opportunity to expand its degree programs.

Today, more than 15,400 graduate and undergraduate students, along with 1,500 faculty and staff, study and work on the 406-acre campus. Situated in the Borough of West Chester, the campus is a picturesque mix of Gothic, Victorian, and modern architecture with pleasant, tree-shaded walks.

Strategically located at the center of the mid-Atlantic corridor between New York City and Washington, D.C., West Chester is just 25 miles west of Philadelphia and 17 miles north of Wilmington.

Information on Admission

Office of Admissions

Emil H. Messikomer Hall, 100 West Rosedale Ave.
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Facebook: www.facebook.com/wcupa

