

MARKETING

THE ACCELERATED BACHELOR OF SCIENCE IN MARKETING



CHESTNUT
HILL
COLLEGE

This program emphasizes the importance of integrating your liberal arts education and technical business training to deal with real-life business problems in a socially sensitive, ethical manner. You will gain an in-depth understanding of the role of marketing in its relationship to the other management functions and the goals of business and public service organizations. The program will help you develop the essential skills needed to hold a responsible position in marketing while it also prepares you for the option of graduate studies. *In addition to core Liberal Arts requirements, 51 credits are required in the major.*

THE FOLLOWING COURSES ARE MAJOR REQUIREMENTS:

- Principles of Management
 - Principles of Marketing
 - Mathematics for Business I
 - Mathematics for Business II
 - Probability and Statistics
 - Principles of Macroeconomics
 - Principles of Microeconomics
 - Financial Accounting
 - Managerial Accounting
 - Legal Environment of Business
 - Financial Management
 - Consumer and Buyer Behavior
 - Marketing Research
 - Marketing Strategy Planning and Organization
 - Senior Seminar
-

ANY TWO (2) OF THE FOLLOWING COURSES ARE REQUIRED AS MAJOR ELECTIVES:

- International Business
- Government and Business
- Advertising and Promotional Communications
- Special Topics
- Internship

Students contemplating graduate school should complete Calculus I, Calculus II, and Operations Management. For detailed course descriptions, visit www.chc.edu/accelerated.

GET AHEAD. FASTER.

The Chestnut Hill College ACCELERATED Degree Program is designed specifically for the adult learner. It provides a holistic approach to education that balances the insights of the liberal arts tradition with the practical challenges of today's world. Most importantly, we offer a learning experience that's geared to the real-life career goals of our students. ACCELERATED has more adult degree programs than any other college in the region. And each one of our programs is a path to a future of promise and opportunity.

In addition to Bachelor and Associate degrees, ACCELERATED offers certificates to enhance your learning with a second area of specialization. For students without previous college experience, certificates provide a foundation for continued studies toward an Associate or a baccalaureate degree. For individuals who already have a Bachelor's degree in a liberal arts area or other non-business field, certificates give your degree an added level of relevance.

THE LEARNING EXPERIENCE

The ACCELERATED Degree Program is conducted on the beautifully landscaped campus of Chestnut Hill College. We provide state-of-the-art learning facilities. Laptop computers with Internet access are available from the Logue Library, and most classrooms have computer hookups and Internet connections. You can also lease a laptop on an ongoing basis from the college.

The ACCELERATED Degree Program believes in the importance of a traditional classroom experience. However, we also take advantage of Internet learning by conducting online courses through Blackboard.com.

TRANSFERRING CREDIT

Students can transfer up to 75 credits from another accredited college or university. Our experiential Portfolio Assessment service can also help you earn credits for on-the-job experience and training programs.

CAREER SERVICES

In addition to job search assistance, Internship programs are available for students who are changing careers. Supervised and facilitated by the ACCELERATED Internship Coordinator, these programs offer valuable real-world experience. Many students are frequently hired upon completion of their internship.

STUDY TOURS

ACCELERATED students can earn six credits by traveling abroad or within the U.S. on study tours. Foreign tours to London, Paris, Russia, Italy, or Ireland last 7 to 10 days. They provide a valuable opportunity to socialize with other adult students and see the world—while earning college credits at the same time. Our local and regional study tours include interdisciplinary classes that introduce you to the theater and arts in the Philadelphia, New York, and Washington, D.C. areas.

READY TO TAKE THE NEXT STEP?

CALL 215.248.7062 OR EMAIL CHCAADM@CHC.EDU

We hope this provided you with some additional information to help you make your decision. If you're ready to take the next step in your education, we're ready to help you. To schedule a personal visit with an admissions counselor, call 215.248.7062 or email chcaadm@chc.edu.

