Off-site locations

In addition to the main campus, classes are also offered at convenient off-site locations including: Father Judge High School in Northeast Philadelphia, Bonner Prendergast Catholic High School in Drexel Hill, Montgomery County Community College in Blue Bell, and the University Center at Montgomery County Community College in Pottstown.

Ready to take the next step?

For more information or to schedule a personal visit with an Admissions Counselor:
Call - 215-242-7704
Email - chcaadm@chc.edu
Or visit - chc.edu/visit

SCHOOL OF CONTINUING & PROFESSIONAL STUDIES

Marketing

The Accelerated Bachelor Of Science degree in Marketing

www.chc.edu/scps
Marketing

Chestnut Hill College’s Accelerated Degree Program is designed for the adult learner. The Marketing program emphasizes an in-depth understanding of marketing and 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.

Major Core Requirements

- Principles of Management
- Principles of Marketing
- Math for Business I
- Math 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

What do you intend to do with your marketing degree?

My goal is to open a development agency for artists. I have always had the urge to help others see the potential in their brand and assist them in becoming successful. There is so much excitement in learning my field of study, and I feel that the opportunities will be endless upon receiving my degree.

Major Elective Requirements

Any two of the following courses are required as major electives:

- Business Writing and Communications
- Public Relations
- Intermediate Business Writing
- International Business Government and Business
- Special Topics
- Internship

Transferring Credits

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