

MARKETING

CCAC/IUP COLLABORATIVE PROGRAM



INDIANA UNIVERSITY OF PENNSYLVANIA



EBERLY COLLEGE OF BUSINESS AND INFORMATION TECHNOLOGY

EARN YOUR BS IN MARKETING AT CCAC BOYCE CAMPUS

BS IN MARKETING

- Curriculum prepares students for global opportunities.
- Full- or part-time evening classes as well as online delivery available.
- Classes are taught by IUP professors, not teaching assistants.
- Full-time faculty members have doctoral degrees.
- Diverse faculty backgrounds provides multiple business perspectives to students.
- The marketing program is AACSB accredited.

MINOR IN MARKETING

The minor requires an additional 18 credits and is available to other business majors in the CCAC/IUP Collaborative.

CAREER-ORIENTED CLASSES

- Advertising and promotions
- Global business strategy
- Logistics and retail operations
- Marketing research
- Product design and branding
- Professional sales management
- Social cause marketing
- Social media and internet marketing



VISIT US ON:

IUP.edu/business/CCAC
IUP.edu/marketing



WHERE CAN A DEGREE IN MARKETING TAKE YOU?



A DEGREE IN MARKETING PREPARES STUDENTS FOR CAREERS IN THESE FIELDS:

- Advertising and promotions
- Brand management
- E-commerce
- Events marketing
- Marketing logistics
- Marketing consultation
- Marketing for nonprofits
- Marketing research and design
- Product design
- Professional sales
- Public relations
- Retail
- Sports marketing
- Social media marketing
- Services and hospitality industry

"The ever-evolving courses offered by the Marketing Department prepared me for career and life after college. Instruction focuses on not just marketing principles and concepts, but on marketing oneself to be successful in life." —Kathy W., marketing alumna

INTERNSHIP AND CAREER OPPORTUNITIES

Students are encouraged to complete an internship. Our Corporate Relations Office in Eberly and departmental internship coordinators prepare students for internships and career placement.

Marketing students have gained internships and job placements at firms such as:

- American Eagle
- Aramark Corporation
- AT&T
- Diamond Drug Company
- Excela Health
- Foot Locker
- Fox Entertainment
- Heinz Corporation
- JP Morgan
- Mandalay Bay Las Vegas
- Philips Respironics
- Pittsburgh Penguins
- Pittsburgh Pirates
- Pittsburgh Steelers
- S&T Bank
- SAP America
- Sherwin-Williams
- Sony Music
- Steel City Media
- Verizon Wireless

FOR MORE INFORMATION, CONTACT:

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IUP.edu/business/CCAC