

# MARKETING

 LA ROCHE UNIVERSITY

**IN THIS EXTREMELY COMPETITIVE** business age, marketing provides the tools and skills necessary for differentiating companies, products and individuals. An understanding of product design, advertising, pricing, consumer behavior and distribution management is essential.

At La Roche University you'll be exposed to everything from basic marketing principles to how buyer behavior, research, international marketing, advertising, brand management, sales and more all contribute to overall organizational success.

The Marketing major at La Roche University is accredited by the Accreditation Council for Business Schools and Programs (ACBSP), a leading, specialized accreditation association for business education.



## CURRICULUM

### **BUSINESS CORE COMPONENT**

*48 credits*

Macroeconomics  
Microeconomics  
Fundamentals of Management  
Digital Literacy  
Accounting I  
Accounting II  
Business Law I  
Managerial Accounting  
Organizational Behavior  
Marketing Management  
Human Resources Administration

Financial Management  
Financial Institutions  
International Business Management  
Operations Management  
Seminar in Business Policy

### **MARKETING MAJOR REQUIREMENTS**

*Complete all 5 courses – 15 credits*

Buyer Behavior  
Marketing Research  
Int'l Marketing & Exporting  
Marketing Strategy  
Contemporary Marketing Topics

### **MARKETING MAJOR ELECTIVES**

*Select any 5 courses – 15 credits*

Advertising & Public Relations  
Personal Selling  
Sports Marketing  
Internet Marketing  
Brand Management  
Services Marketing  
Retail Marketing & Management  
Sales Management  
Marketing Internship  
Sports Mgmt and Administration

*Continued*

**LA ROCHE UNIVERSITY** | 9000 Babcock Blvd. | Pittsburgh, PA 15237 | [laroche.edu](http://laroche.edu)

#### **Freshman Admissions**

844-838-4578 | 412-536-1272  
[admissions@laroche.edu](mailto:admissions@laroche.edu)

#### **Transfer Admissions**

412-536-1260  
[transferadmissions@laroche.edu](mailto:transferadmissions@laroche.edu)



## CURRICULUM *(continued)*

### BUSINESS SKILLS COMPONENT

9 credits

Calculus for Business  
or Finite Mathematics  
Probability & Statistics  
Professional Presentations

### ACADEMIC CORE CURRICULUM

34 credits

### FOUNDATIONS OF KNOWLEDGE

12 credits

Academic Reading and Writing  
Academic Writing and Research  
College Algebra  
Oral Communication

### LA ROCHE EXPERIENCE

4 credits

LRX: Foundations  
Investigating Social Problems

### BREADTH OF KNOWLEDGE

12 credits

Natural and Physical World  
Human Expression  
Values and Ethics  
Global Perspectives

### DEPTH OF KNOWLEDGE

3 credits

Interdisciplinary Inquiry

### CORE ELECTIVES

3 credits

Any Breadth of Knowledge  
Area Course  
or Interdisciplinary Inquiry

General electives can be fulfilled using any course selections inside or outside the Business Group programs. Total credits required for graduation: 120 minimum.

