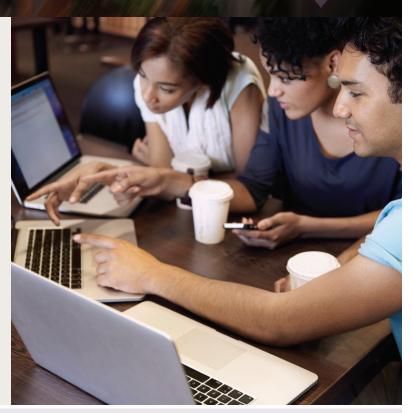
MARKETING

& 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 | Iaroche.edu

Freshman Admissions 844-838-4578 | 412-536-1272 admissions@laroche.edu Transfer Admissions 412-536-1260 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.





NON-DISCRIMINATION POLICY: La Roche University does not discriminate on the basis of race, color, national origin, sex, disability, age, or religion in its programs and activities. The following persons have been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Life & Dean of Students | 412-536-1069, Assistant Director of Accessibility and Equity | 412-536-1177, Associate Vice President for Human Resources | 412-536-1115. For further information on notice of non-discrimination, call 1-800-421-3481.