MANAGEMENT AND MARKETING

Our Goal is Your Success

Management and Marketing are essential to every business and organization. Millersville’s management and marketing options provide you with the knowledge, communication skills and analytical tools required by employers in today’s complex and changing workplace. These versatile high-demand degree options can launch you into a challenging and rewarding career in profit and non-profit organizations in almost every industry.

DEGREES/OPTIONS

The Department of Management and Marketing offers a Bachelor of Science in business administration with four possible areas of concentration:
- Management
- Marketing
- General Business
- International Business

The department also offers several other programs including an online degree completion program, a certificate in marketing, as well as minors in Management, Marketing and General Business.

CAREER OPPORTUNITIES

Millersville’s business administration graduates are competitive, and many succeed in landing their first post-graduation job in their chosen field in an increasingly complex job market. Recent examples include: Cisco Systems; Dell, Inc.; Hershey Entertainment & Resorts; Lancaster General Health; Morgan Stanley; High Industries, Inc.; The Franklin Institute; and Wells Fargo Mutual Funds. Millersville graduates have gone on to post-graduate programs at Dickinson School of Law, Drexel University, Temple University and Pennsylvania State University, among others.

INTERNSHIP OPPORTUNITIES

Internships are highly encouraged, and our flexible curriculum permits internships and cooperative education with local industry. With internship, students can earn academic credit, and often get paid while gaining valuable work experience and developing skills. Millersville Management and Marketing students have completed internships at several major companies. Over the past few years Millersville students have interned at companies such as: Apple; United Way; State Farm; Make-A-Wish Foundation; Volvo; Utz; Dunkin Donuts; UPS; Fastenal; Disney; Vanguard; IBM; NBC Olympics; Cisco Systems and so many other businesses. What sets marketing students apart is their training in market research and their marketing elective courses. Students are given freedom to choose from a wide variety of elective courses to best fit with their interests including:
- Consumer Behavior
- Advertising
- Personal Selling
- International Marketing
- Salesforce Administration
- Retail Marketing
- Sports Marketing
- Seminar in Internet Marketing
- Marketing Strategy

Business Administration is one of Millersville’s largest majors, with over 700 students enrolled in the program.
WHAT YOU WILL LEARN
Management

Management is the most popular business major and one of the most popular majors overall at Millersville University. Nearly all organizations employ managers or people who perform management duties at various levels.

Our Management Curriculum:
• Teaches students core strategic concepts needed to lead organizations.
• Offers the freedom to learn more about specific areas of management to develop a specialty such as Human Resources.

Management Major
Management majors complete the business core curriculum which is made up largely of management courses and is required of all business majors. Management majors learn more advanced managerial concepts in international management and operations and supply chain management courses but are also able to focus their studies on human resource management, leadership or entrepreneurship. Students are given freedom to choose from a wide variety of elective courses to best fit their interests including:
• Organizational Behavior
• Organizational Theory
• Management Skills
• Leadership
• Business Web Development
• Data Information Management
• Compensation Management
• Labor Relations
• Entrepreneurial Management
• Supply Chain and Logistics Management

The curriculum also provides excellent preparation for graduate and professional studies leading to degrees such as the M.B.A., M.S., Ph.D. and the J.D.

FACULTY

The diverse faculty of the business administration program have extensive real-world business experience and academic training. Our business administration courses are taught by qualified faculty, not teaching assistants or graduate assistants.

Our faculty members are experts in their fields. In addition to their teaching assignments, our faculty are active scholars who regularly publish their research and present at regional, national and international conferences. They are also active in community organizations, provide service to boards of professional organizations and are engaged in professional activities that enhance our students’ classroom experience.

WHAT YOU WILL LEARN
Marketing

Marketing prepares you for entry-level positions and your career in:
• Marketing analyst
• Professional sales representative
• Internet marketer
• Other careers involving promotion of organizations, products and services

Marketing is constantly changing as it involves branding companies and products in a competitive landscape. You will need to be:
• Knowledgeable
• An analytical problem-solver
• An excellent communicator
• A team worker/leader

Develop into the ideal marketing candidate through:
• Your coursework choices
• Applied projects
• Implementing marketing plans
• Developing writing and oral presentation skills
• Practicing research skills and teamwork

Marketing Major
Marketing majors learn all the major functional areas in the business core, which is our common set of courses for all business majors. What sets marketing students apart is their training in market research and their marketing elective courses. Students are given freedom to choose from a wide variety of elective courses to best fit with their interests including:
• Consumer Behavior
• Advertising
• Personal Selling
• International Marketing
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ACCREDITATION

Millersville University’s College of Business is internationally accredited by the Accreditation Council for Business Schools and Programs (ACBSP) to offer a Bachelor of Science (B.S.) in business administration.