



Marketing, B.S. Entrepreneurship Concentration

Award:

Bachelor of Science Degree

Estimated Completion Time:

4 years

Department:

Business Administration

Department Chair:

Dr. John S. Miko

Useful Links

Program Page:

<https://www.francis.edu/Marketing/>

Catalog:

www.catalog.francis.edu

Financial Aid:

www.francis.edu/Financial-Aid

General Education:

www.francis.edu/General-Education

MINOR IN MARKETING

The Shields School of Business offers an 18-credit minor in Marketing. For more information on this or any of the several other minors offered by the School of Business, visit the program's web page.

MINOR IN ENTREPRENEURSHIP

The Shields School of Business offers an 18-credit minor in Entrepreneurship that can be earned with any bachelor's degree. More information is available on the program's web page.

ACCREDITATION

Saint Francis University has received specialized accreditation for its business programs through the [International Assembly for Collegiate Business Education \(IACBE\)](http://www.iacbe.org), located in Lenexa, Kansas.



PROGRAM OVERVIEW

The Marketing program prepares students for careers in sales, marketing research, advertising, retailing, and marketing management. The program emphasizes a strong business core combined with advertising, consumer behavior, marketing research, international marketing, and marketing management.

Entrepreneurship Concentration

The Entrepreneurship Concentration is designed to inform, inspire, and empower students to engage in entrepreneurial thinking and related activities. Such activities range from using critical thinking, creativity, and problem solving as a future employee within an existing enterprise as an intrapreneur; to solving broader social and economic problems deploying entrepreneurial thinking in communities through Social Entrepreneurship; and to being an active participant in the creation of a business start-up. Entrepreneurship effectively blends theory with practice to create a meaningful and relevant value proposition, taking into account both risk and return, that integrates a number of different academic perspectives such as economics, philosophy, law, finance, politics, and marketing together.

LEARNING OUTCOMES

The Shields School of Business will graduate students who have the knowledge, skills, love of learning, confidence, drive, and ethical and moral values needed to be spiritually fulfilled in life and successful in professional careers. Upon completion of this program, students are able to:

- ◆ Demonstrate, in the Spirit of Saint Francis in the Marketplace, knowledge of the ethical value choices and responsibilities of businesses and business leaders.
- ◆ Demonstrate knowledge of the fundamental principles in business in the functional areas of accounting, information systems, finance, management, and marketing.
- ◆ Demonstrate knowledge of the legal, social, economic environments of business.
- ◆ Demonstrate knowledge of the global dimension of business.
- ◆ Integrate the functional areas of business in the process of decision making.
- ◆ Demonstrate the ability to professionally communicate.

FACULTY

The professors have a wide variety of real-world professional experience in their chosen fields and make it a priority to help students understand how various theoretical concepts apply to actual practice. [Faculty members](#) work closely with the students, whether in the classroom, in student organizations, or as advisors and maintain a constant focus on preparing students for their future careers.

This program is offered through the Shields School of Business

Web: francis.edu/School-of-Business

Phone: 814-472-3087

become that
someone

REQUIRED COURSES

Total Number of Credits: 128

General Education: 33 credits [General Education](#) curriculum requirements

Major Requirements: 72 credits

- ACCT 101: Financial Accounting (3 cr)
- ACCT 102: Managerial Accounting (3 cr)
- Three credits from the following:
 - ◊ BLAW 301: Legal Environment of Business (3 cr)
 - ◊ BLAW 302: CPA Law (3 cr)
 - ◊ BLAW 303: Sports Law (3 cr)
- BUS 101: Wall Street 101: Business in a Global Society (3 cr)
- COMM 310: Advertising (3 cr)
- ECON 101: Principles of Economics I (3 cr)
- ECON 102: Principles of Economics II (3 cr)
- ENGL 208: Writing and Communicating in Business (3 cr)
- FIN 202: Finance (3 cr)
- MATH 111: Finite Mathematics (3 cr) *[or higher]*
- MGMT 101: Principles of Management (3 cr)
- MGMT 102: Production/Operations Management (3 cr)
- MGMT 401: Strategic Management (3 cr)
- MIS 102: Management Information Systems (3 cr)
- MKTG 302: Marketing (3 cr)
- MKTG 320: Consumer Behavior (3 cr)
- MKTG 321: Marketing Research (3 cr)
- MKTG 403: International Marketing (3 cr)
- MKTG 404: Marketing Management (3 cr)
- SPCH 103: Speech Fundamentals and Public Speaking (3 cr)
- STAT 301: Quantitative Business Analysis I (3 cr)
- STAT 302: Quantitative Business Analysis II (3 cr)
- Six credits of Marketing electives. See catalog for approved options.

Entrepreneurship Concentration Requirements: 18 credits

- MGMT 331: Entrepreneurship (3 cr)
- MGMT 332: The Entrepreneurial Mind: Creativity and Innovation (3 cr)
- MGMT 333: Social Entrepreneurship (3 cr)
- MGMT 335: Financing Entrepreneurial Ventures (3 cr)
- MGMT 430: Small Business Start-ups and Consulting Practices (3 cr)
- PHIL 313: Business Ethics (3 cr)
- Three credits from the following: (*NOTE: For Marketing majors, this option is met with successful completion of major requirement MKTG 321 above.*)
 - ◊ ECON 301: Intermediate Microeconomics (3 cr)
 - ◊ MGMT 398/399: Management Internship (3 cr)
 - ◊ MIS 342: E-Commerce (3 cr)
 - ◊ MIS 406: Project Management Practices (3 cr)
 - ◊ MKTG 321: Marketing Research (3 cr)
 - ◊ MKTG 401: Principles of Selling and Sales Force Management (3 cr)

Free Electives: 5 credits

TRANSFORMATIONAL EXPERIENCES

At SFU, the highest level of academic programming blends your curricular and co-curricular worlds into a holistic experience.

- ◆ **Study Abroad:** The Shields School of Business offers the international Spring Break in London course annually to undergraduate and graduate students. The group travels to London and gains unparalleled international business experiences. Students can also take advantage of the many study abroad opportunities the University offers including a full-semester immersion experience at the University's facility in Ambialet, France or shorter experiences in Italy, Costa Rica, and many other locations.
- ◆ **Internships:** Business internships are an important way to apply classroom learning in a professional environment. SFU has established relationships with many businesses across several industries that offer students internship opportunities. These internships not only serve as an excellent professional development experience but many lead to full-time job offers.
- ◆ **Student Research:** Many business classes work hands-on with real-life business clients performing market research, business planning, and other consulting functions. As well, the Shields School of Business is home to the Knee Center for the Study of Occupational Regulation (CSOR), the nation's only research facility devoted to the topic. Students will have the opportunity to participate in research that has been cited by the White House, Federal Trade Commission, and U.S. Senate.
- ◆ **Leadership Experiences:** We're always looking for leaders and potential leaders that are motivated by both challenges and accomplishment. The Shields School of Business is home to several active business clubs and organizations that will allow you to explore and develop leadership skills in areas related to your business discipline.
- ◆ **Community Service:** Our students volunteer thousands of hours each year by participating in community service projects as individuals and as groups. Service to others is embedded in the culture of our University.
- ◆ **Campus Ministry:** Campus Ministry seeks to assist all students on their spiritual journey, helping them realize and become the person that God has created them to be.

ACADEMIC FACILITIES

Our academic facilities include academic buildings centered around both lecture and project/lab-based learning, a library and learning commons, and various student support offices. The Shields School of Business is housed in the newly renovated [Schwab Hall](#).

SPECIAL STUDY OPPORTUNITIES

At SFU, students are challenged to “Become that Someone.” Within the Shields School of Business, our innovative **Backpack to Briefcase** program provides development opportunities and experiences for our incoming business students to become business professionals! The program, based on the high-impact practices in undergraduate business education augments traditional business coursework with career development experiences. Some of the transformational experiences are embedded with the curriculum and some are optional allowing students to design their own path to “Become that Someone.” Some of the opportunities in the Backpack to Briefcase program are listed below.

School of Business Co-Curricular Opportunities:

- National award-winning ENACTUS program which typically places in the top 15% nationally of approximately 400 competing universities
- Society for Economic Analysis and The Fed Challenge Team - these organizations focusing on the economy complete annually against top-tier universities including several ivy league schools
- The Investment Club manages a real investment portfolio of over \$50,000
- The Francis Fund - a student-run micro-lending club which grants loans domestically and internationally

Business Professional Networking Opportunities:

- Executive-In-Residence program
- School of Business Student-Alumni Mentorship program
- Career Services hosts mock interviews, career fairs, resume review sessions, on-site interviews, and access to national career and internship search software

Small Business and Academic Centers:

- SFU hosts one of Pennsylvania’s 18 [Small Business Development Centers](#) (SBDC) allowing students to interact with real-life clients through client-based counseling coursework or placements at the SBDC itself.
- Shields School of Business houses the [Knee Center for the Study of Occupational Regulation](#) which provides paid research opportunities for business students.

International Travel Opportunities:

- Shields School of Business sponsors the Springtime in London international excursion which focuses on international business topics and will soon be piloting another excursion trip to Asia in the near future.

Backpack to Briefcase Results:

- Over the past 5 years, over 98% of School of Business graduates have been gainfully employed or enrolled in graduate school within one year of graduation.
- Exit survey results indicate that over 99% of School of Business graduates feel prepared for their respective careers upon graduation.

ADMISSION REQUIREMENTS

For full-time enrollment (12 or more credits), apply anytime after August 15 of your senior year. In order to receive full consideration, we recommend you apply by May 1 of your senior year.

Application requirements:

1. Official high school transcript (and copy of senior class schedule) indicating successful completion of at least 16 academic units of work (grades 9-12) earned: English (4 units); Mathematics (Algebra I&II or Algebra I and Plane Geometry) (2 units); Social Studies (2 units); Science (1 unit); Academic Electives (7 units)
2. Standardized test scores (SAT or ACT)
3. Writing sample
4. Letter of recommendation

Admissions deadline: Rolling

Office of Undergraduate Admissions

P.O. Box 600, Loretto, Pennsylvania 15940

Email: Admissions@francis.edu

Toll-free: 866-DIAL-SFU

Web: www.francis.edu/Admissions

Facebook: www.facebook.com/SaintFrancisUniversity

GRADUATION REQUIREMENTS

- ◆ Completion of program of study and repeated for an acceptable passing grade any major required course in which the grade of “F” has been received
- ◆ Successful completion of a minimum of 128 credit hours as follows:
 - 33 credit hours General Education curriculum requirements
 - 72 credit hours Major course requirements
 - 18 credit hours Concentration requirements
 - 5 credit hours free electives
- ◆ Completion of the last 30 credits at SFU
- ◆ Cumulative G.P.A. of 2.00 or better in all courses taken at SFU
- ◆ Cumulative G.P.A. of 2.00 or better in all major and collateral requirements
- ◆ Fulfillment of [General Education: Ethical Citizenship for the 21st Century](#) requirements
- ◆ Completion of the comprehensive exam (EXAM 401/402) in the major
- ◆ Submission of a completed Application for Degree form at least one semester prior to graduation date.