Degree Benefits
The increasing competitive pressures in nearly every field have created employment opportunities for people with degrees in marketing. A variety of challenging career opportunities are available if you enjoy responding to consumer needs in the marketplace. You may also continue your education through graduate studies. This major is designed for students interested in combining business management and marketing skills.

Job Options
Opportunities exist today for marketing graduates in the fields of advertising, field sales, general management, industrial marketing, market research, purchasing, nonprofit marketing, retailing, sales management and securities.

Program Objectives
Upon successfully completing this program, you will have:
- A strong background in the general area of business and marketing.
- A competency in verbal, written and computer-based communication.
- A foundation in business management skills.
- A specialized set of skills needed by the professional marketer.
- A preparation for graduate studies.

University Resources
The Department of Business and Economics features the close personal involvement of dedicated faculty typical of a smaller institution that specializes in teaching. At the same time, the department offers the broad scope of modern support technology found at larger universities. Based on a tradition of teaching excellence, Cal U offers a warm association among students and faculty.

Students may participate in the business internship program in which they may spend a term or summer session working in an area business, industry, government agency, or professional office. A number of these on-the-job experiences have led to permanent employment.
BUSINESS ADMINISTRATION – MARKETING

Freshman Year
First Semester .................................................................16 credits
ECO 201 Introductory Microeconomics ..................................3 crs.
UNI 100 First-Year Seminar ................................................1 cr.
ENG 101 English Composition I ...........................................3 crs.
MAT 181 College Algebra ....................................................3 crs.
General Education Courses or Electives ...............................6 crs.

Second Semester .............................................................15 credits
BUS 281 Management Science I ..........................................3 crs.
ECO 202 Introductory Macroeconomics ..................................3 crs.
ENG 211 Business Writing I ...............................................3 crs.
PSY 100 General Psychology .............................................3 crs.
General Education Courses or Electives ...............................3 crs.

Sophomore Year
Third Semester .............................................................15 credits
ACC 200 Financial Accounting ...........................................3 crs.
BUS 242 Business Law I ....................................................3 crs.
COM 101 Oral Communication ..........................................3 crs.
MAT 225 Business Statistics ..............................................3 crs.
General Education Courses or Electives ...............................3 crs.

Fourth Semester ...........................................................15 credits
ACC 321 Managerial Accounting .........................................3 crs.
BUS 381 Management Science II .......................................3 crs.
MGT 300 Principles of Management ....................................3 crs.
MKT 300 Principles of Marketing .......................................3 crs.
General Education Courses or Electives ...............................3 crs.

Junior Year
Fifth Semester ................................................................15 credits
FIN 301 Financial Management ...........................................3 crs.
MGT 371 Management Information Systems ........................3 crs.
Concentration Courses or Business Electives ........................6 crs.
General Education Courses or Electives ...............................3 crs.

Sixth Semester ................................................................15 credits
Concentration Courses or Business Electives ........................9 crs.
General Education Courses or Electives ...............................6 crs.

Senior Year
Seventh Semester ..........................................................15 credits
MGT 402 Strategic Management .........................................3 crs.
Concentration Courses or Business Electives ........................9 crs.
General Education Courses or Electives ...............................3 crs.

Eighth Semester ................................................................15 credits
Concentration Courses or Business Electives ........................9 crs.
General Education Courses or Electives ...............................6 crs.

Program Contact Information
Contact the Department of Business and Economics by phone at 724-938-4371.

Department Website
www.calu.edu/academics/programs/business-administration

ABOUT US
California University of Pennsylvania is a proud member of the Pennsylvania State System of Higher Education. Located in the borough of California, just 35 miles from Pittsburgh, Cal U serves about 8,200 undergraduate and graduate students.

- Cal U’s main campus houses academic buildings, dining and recreation facilities, and six suite-style residence halls.
- Cal U’s upper campus includes the Vulcan Village apartments, athletic facilities at Roadman Park, and space for student meetings and outdoor recreation at SAI Farm.
- Cal U Global Online is the University’s virtual campus, offering degree and certificate programs 100% online.

FINANCIAL AID
For information on student loans and undergraduate scholarships, visit www.calu.edu or call 1-888-412-0479.

COVER PAGE
California University of Pennsylvania is a proud member of the Pennsylvania State System of Higher Education. Located in the borough of California, just 35 miles from Pittsburgh, Cal U serves about 8,200 undergraduate and graduate students.

- Cal U’s main campus houses academic buildings, dining and recreation facilities, and six suite-style residence halls.
- Cal U’s upper campus includes the Vulcan Village apartments, athletic facilities at Roadman Park, and space for student meetings and outdoor recreation at SAI Farm.
- Cal U Global Online is the University’s virtual campus, offering degree and certificate programs 100% online.

FINANCIAL AID
For information on student loans and undergraduate scholarships, visit www.calu.edu or call 1-888-412-0479.

QUESTIONs ABOUT ADMISSIONS?
Office of Admissions
California University of Pennsylvania
250 University Ave.
California, PA 15419-1394

Phone: 724-938-4404
Toll-free: 888-412-0479
Fax: 724-938-4564
E-mail: inquiry@calu.edu

A proud member of the Pennsylvania State System of Higher Education.

www.calu.edu

Policies and Procedures: Note that the policies and procedures described above may be reviewed and revised at any time. This fact sheet should be used as an informational guide. For details on current policies and procedures, contact the Provost/Vice President of Academic Affairs at 724-938-4407.

Rev 5/14