



Mount Saint Mary College

SCHOOL OF BUSINESS

Marketing

Bachelor of Science in Business Management

Business today depends entirely on a comprehensive, strategic, and well-thought out marketing approach in order to survive – and thrive – in an ever-changing landscape packed with competitors and demanding consumers.

Marketing at the Mount

The Marketing concentration at Mount Saint Mary College provides skills and tools for students interested in pursuing a career in marketing. The concentration is taught by marketing professionals who have had extensive and award-winning careers in advertising, marketing, and sales who now want to pass on their passion to the next generation. They are all seasoned, research-driven veterans ready to prepare you with the tools and skills you need to make significant contributions to the field.

With a Marketing concentration, you will enhance your Business studies by developing skills in:

- Critical thinking
- Communication and persuasiveness
- Making ethical business decisions
- Advertising
- Other marketing techniques that are applicable to a wide range of industries and occupations

Accreditation

Mount Saint Mary College has received specialized accreditation for its Business and Accounting programs through the International Assembly for Collegiate Business Education (IACBE).



“One of my favorite aspects of the Business Management major at the Mount is its variety. Studying business here gives me the opportunity to expand my knowledge in every general direction to find the field and the career that will best fit me.”

Emily Lang



Marketing

What you will study

Sampling of courses

- Advertising
- Consumer Behavior
- International Marketing
- Introduction to Electronic Commerce
- Marketing Management
- Marketing Management and Research
- Marketing Principles
- Organizational Behavior
- Retail Management
- Writing and Research for Management

Internship Opportunities

Sampling of business internships

- Atlantic Home Loans
- Catholic Charities
- Enterprise
- Habitat for Humanity
- Interact Marketing
- Laerdal Medical Corp.
- Merrill Lynch
- New York Life
- Northwestern Mutual
- Orange County Department of Emergency Management
- Pratt and Whitney
- Rhinebeck Savings Bank
- THINK Dutchess
- Verizon Wireless

Careers

Students with a Marketing concentration go on to lead organizations that create new markets and deliver superior customer experiences which result in positive, sustainable growth. Graduates are prepared to pursue graduate and doctoral studies as well as enter the business world.



“While slick headlines may get you noticed, ultimately marketing is about creating a lifelong, sustainable brand, image, product, or service. Mount Saint Mary College was built on those principles, and those principles are what will distinguish you in the professional world.”

Anthony Scardillo
Assistant Professor of Marketing

Questions?

Contact the School of Business at
845-569-3582.

Ready to apply?

Contact the Office of Admissions at
1-888-YES-MSMC or
admissions@msmc.edu