

Bachelor of Arts in **Marketing**



WHAT DO STUDENTS LEARN?

Marketing is a combination of art and science, creativity and rigor, innovation and fundamentals. Students majoring in marketing graduate with the full range of knowledge and skills needed to develop cutting-edge strategy and tactics. Students develop analytical and practical insights for leveraging business growth opportunities across industries. Special emphasis is placed on ethical marketing practice and adaptation to new technologies, changing consumer preferences, environmental sustainability, and rapid changes in the global economy.

WHAT DO GRADUATES GO ON TO DO?

Graduates of Chatham's marketing program are prepared for diverse career opportunities in competitive intelligence, strategic planning, marketing management, marketing communications, public relations, media planning, and marketing research. You will also have the foundation to attend graduate school in business, analytics, communications, and other related fields.

In addition to gaining skills and abilities essential to marketing practice, Chatham's BA in Marketing provides powerful insights into how business works in an increasingly global and interconnected environment. Chatham prepares graduates for employment in the "real world," thanks to personalized attention and mentoring by our faculty. As part of our liberal arts tradition, you will benefit from exploration of multifaceted issues such as sustainability, gender, diversity and international relations. Students complement classroom-based education with on-campus workshops, networking sessions, seminars and events led by visiting professionals.



PROGRAM HIGHLIGHTS

- Award-winning faculty with 15+ years of teaching experience combined with 20+ years of consulting and client-side marketing practice.
- Chatham's Business & Entrepreneurship Department brings marketing practitioners to campus for networking events, participating in research and industry conferences, and attending career events off campus.
- Chatham Marketing Association (CMA), Chatham's award-winning chapter of the American Marketing Association, encourages students to master state-of-the-art skills and techniques through a comprehensive program of membership-centered activities, including local, regional and national competitions, consulting projects and community service.
- All students complete a capstone seminar that channels the knowledge they've accumulated into a discipline-specific project under close faculty guidance.
- Set yourself apart with a minor in another business program (economics, accounting, management information systems, management, international business, or applied data science analytics), or in another field such as psychology or communications.
- Qualified students may be eligible for an Integrated Degree Program, allowing you to save money and speed time to acquiring both bachelor's and master's degrees.
- The Center for Women's Entrepreneurship (CWE) connects students with area business leaders and promotes events on campus.

SAMPLE COURSES

Consumer Behavior

The course reviews and evaluates the major theories of consumer behavior from the economics, behavioral sciences, and marketing literatures. The use of consumer research data for marketing decisions is emphasized. Topics include market segmentation, theories of brand choice, family decision making, life cycle theories, and the diffusion of innovations.

Advertising and Promotion

This course offers a detailed study of advertising and promotion, including public relations and support media. An integrated marketing communications perspective is emphasized. Advertising and promotion are examined utilizing a range of media outlets, including the internet, television, consumer magazines and professional journals.

Digital Marketing

This course explores digital platforms that transform marketing, including the Internet, search engines, online advertising platforms, and digital analytics platforms. Through participation in real or simulated digital marketing projects, the student will critically apply principles of advertising, marketing analytics, and research methods.

► www.chatham.edu/marketing/curriculum.cfm

INTERNSHIPS

Students have interned at a variety of settings, including organizations such as:

- Mylan
- Pittsburgh Pirates
- Verizon
- Highmark
- Global Solutions Pittsburgh
- Silk Screen Film Festival
- NFL
- Pittsburgh Steelers
- Alsac/St. Jude's Children's Research Hospital
- BNY Mellon
- Lunametrics
- PF/PCA: Filmmakers
- A+ Schools

ACCREDITATION

Chatham University has received specialized accreditation for its business programs through the International Assembly for Collegiate Business Education (IACBE).



“Chatham University is the perfect combination of a small school’s nurturing environment with a large school’s professional opportunities. Students engage with faculty in the classroom to hone their knowledge and mastery of basic marketing concepts and then apply these skills in a multitude of settings in the real world. The faculty are so proud of all that our students accomplish during their time with us, as these experiences provide the solid footing needed for our graduates to achieve their ambitions long term.”

— DR. DEBBIE DELONG, *associate professor of marketing*



▶ **Apply online at**
apply.chatham.edu

LEARN MORE

Chatham University
Office of Admission
Woodland Road
Pittsburgh, PA 15232

800-837-1290 or 412-365-1825
undergraduate@chatham.edu

Read faculty bios, browse course descriptions, and learn about program requirements at
chatham.edu/marketing