



## CAREER and INTERNSHIP HIGHLIGHTS

Jefferson marketing graduates land jobs in advertising, brand management, digital marketing, marketing research, customer relationship management and many other areas.

Recently, students have interned and started careers at Burlington, CSAA Insurance Group, H&M, J.P. Morgan, Macy's, Randstad and QVC.



Jefferson is known for crossing disciplines to reimagine the way students learn with an approach that is collaborative and active; global; integrated with industry; focused on research across disciplines to foster innovation and discovery; and technology-enhanced. As a national doctoral research university, Jefferson delivers high-impact professional education in 160 undergraduate and graduate programs to 7,800 students in architecture, business, design, engineering, fashion and textiles, health, social science and science.

The School of Business prepares students for the future of business with the disciplinary depth and interdisciplinary breadth to innovatively confront the challenges that exist in the 21st-century and beyond. The school reflects the University's focus on innovation, professional training and the liberal arts through active learning and real-world problem solving, and emphasizing collaboration across disciplines and with external partners for professional readiness and networking exposure.

## PROGRAM HIGHLIGHTS

- Focus on project-based curriculum that provides deep knowledge and skills in the marketing field, and opportunity to apply the skills to solve real-world problems.
- Work on interdisciplinary team-based projects and competitions.
- Learn from expert faculty with advanced degrees, certifications and professional experience.
- Take an active role in student organizations and honor society (DECA, Delta Sigma Pi, Delta Mu Delta).
- Study abroad and internships can be easily integrated into the curriculum.
- Network with professionals through the School of Business Advisory Board.
- Complete your degree in three years, or earn your MBA with one additional year of study.
- Accredited by ACBSP.

# Curriculum



## YEAR

# 1

- Pathways Seminar
- Writing Seminar I: Written Communication
- Writing Seminar II: Multimedia Communication
- Debating U.S. Issues
- Mathematics
- Integrative Design Process
- Financial Accounting
- Managerial Accounting
- Principles of Marketing
- Principles of Management
- Macroeconomics

# 2

- Ethics
- American Diversity
- Science (Select one Systems Thinking)
- Business Models
- Microeconomics
- Introduction to Business Analytics
- Statistical Data Analytics
- Financial Management
- **Consumer in the Market Place**
- **Integrated Marketing Communication**

# 3

- Global Diversity
- Global Citizenship
- Debating Global Issues
- Integrative Seminar: Ethnographic Research Methods
- Data Mining and Predictive Analytics
- Business Law
- **Contemporary Brand Management**
- **Marketing in a Digital Environment**
- *Free Electives (6 credits)*

# 4

- Capstone Folio Workshop
- Business Capstone: Strategy Simulation
- Business Capstone: CSR
- Operations and Data Analytics
- **Marketing Research**
- **Marketing Strategy Seminar**
- *Free Electives (12 credits)*

- The **Hallmarks Core** is a carefully designed sequence of courses that all Jefferson students complete—a cumulative general education that builds essential skills to prepare you for your career.

- The **Applied Business Analytics** core curriculum prepares students with astute skills to identify, understand and deliver insights from large datasets critical to successful business.

- The **Design, Engineering and Commerce** core curriculum prepares students for strategic leadership by teaching versatility between fields, preparing professionals with knowledge and skills that are transferable across dynamic boundaries.

- The **Marketing** major curriculum
- The **School of Business** core curriculum.