

Management-Marketing



School of Business Administration

Holy Family is proud to offer students a highly supportive learning environment that values their personal and professional goals. Students in our Management-Marketing program thrive in our small yet challenging learning environment. We believe in educating beyond the classroom and providing opportunities for hands-on experience, which is a key component of your college education.

What Can You Do with this Major?

The Management-Marketing program at Holy Family University is ideal for students seeking employment in sales, advertising, market research, product development, and sales promotion—or those who wish to attend graduate or professional school full time after undergraduate school. Our graduates work for organizations such as Fortune 500 corporations, advertising agencies, and market research firms.

Career Success

Graduates of the Management-Marketing program are well prepared for careers in a dynamic global economy in both private and public sector positions as:

- Departmental Managers
- Marketing Directors
- Human Resource Professionals
- Management Consultants
- Entrepreneurs
- Sales Representatives
- Operations Managers
- Public Relations
- Account Managers
- Business Owners

Major Coursework

For a management-marketing major, specialized course work will include:

- Organizational Behavior
- Human Resource Management
- Labor and Employment Law
- Entrepreneurship and the New Economy
- Digital Marketing
- Strategic Marketing
- Consumer Behavior
- Principles of Advertising

Real-World Experience

Management-Marketing students can gain real-world experience through Holy Family's internship program. Skills students acquire in internship complement classroom skills and prepare student for the real-world workplace. Some of the companies that our students have worked with in the past include:

- Advertising
- Comcast-Spectacor
- Deloitte
- National Constitution Center
- Philadelphia Convention Center
- Philadelphia Magazine

Real-World Jobs

Management-Marketing graduates have gained employment in a variety of industries including:

- Banking
- Communications
- Health Care
- Sports
- Retailers
- Business Services

Our Non-Discrimination Statement can be found at holyfamily.edu/ndstatement or call 267-341-3479.

For More Information

visit: www.holyfamily.edu
call: 215-637-3050
email: admissions@holyfamily.edu

The Value of Family



Holy Family
UNIVERSITY

9801 Frankford Avenue
Philadelphia, PA 19114