



PROGRAM DESCRIPTION

Marketing is everything that a company does to get potential customers to buy their product or service such as personal selling, advertising, promotion, product development, marketing research, customer service, pricing, and retailing. Successful marketing strategies result in healthy profits for a company, enabling them to stay in business. Every organization, whether large or small, needs people with marketing skills to effectively create, distribute, price, and promote its products or services in today's highly competitive marketplace.

AFFORDABILITY

At Manor College, 96% of students receive financial aid. Manor is committed to making our personalized education experience possible for all students, both academically and financially. Manor offers competitive tuition, financial aid options such as merit-based scholarships, and athletic scholarships (for eligible sports). You'll find Manor is an affordable place to start your education!

ADMISSIONS REQUIREMENTS

Manor continually reviews and accepts applications, making it easy to become part of our community.

TIP: Better to apply sooner than later! With our rolling admissions policy, we process applications throughout the year in the order received. This means more certainty in your future, as you'll receive an admissions decision within two weeks of sending in all of your documents. You'll also be further along in the enrollment process, which improves your chances for scholarships and financial aid—and for getting your first selections for class times and professors.

MINIMUM REQUIREMENTS:

GPA: 2.0 • SAT*: 720 (new scale)

*SAT not required but encouraged for scholarships



APPLY NOW

manor.edu/apply

WANT TO LEARN MORE?

ADMISSIONS

(215) 884-2216 • ADMISSIONS@MANOR.EDU

First Year

FALL SEMESTER

- BA 101 Introduction to Business • 3 credits
- BA 111 Business Math • 3 credits
- EN 101 Communication Skills (Fundamentals of Composition I) • 3 credits
- CS 105 Technological Competency (Introduction to Computer Fundamentals) • 3 credits
- (Any RS) Spiritual and Ethical Values • 3 credits

SPRING SEMESTER

- AC 105 Financial Accounting • 3 credits
- BA 102 Principles of Marketing • 3 credits
- EN 102 Information Literacy Fundamentals of Composition II • 3 credits
- PL 100 Critical Thinking (Philosophy and the Human Condition) • 3 credits
- MH 203 Statistics I (Quantitative Reasoning Core) • 3 credits

Second Year

FALL SEMESTER

- AC 203 Managerial Accounting • 3 credits
- BA 103 Legal Environment of Business • 3 credits
- BA 203 Principles of Management • 3 credits
- BA 219 Internet Marketing • 3 credits
- Scientific Reasoning Core (Any Science) • 3/4 credits
- EC 101 Macroeconomics (Understanding Behavior and Society Elective) • 3 credits

SPRING SEMESTER

- BA 202 Business Communications • 3 credits
- BA 203 Principles of Management • 3 credits
- BA 213 Sales Strategies • 3 credits
- SO 101 or any HS) Diversity/Global Awareness Core • 3 credits
- EC 102 Microeconomics • 3 credits

PROGRAM TOTAL: 60/61 CREDITS

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