



TWO-YEAR DEGREE PROGRAM: Business Administration: Management & Marketing

This program provides a thorough background in the foundations of business environments — administration, management, marketing, accounting and computer skills. Through classroom instruction, hands-on projects taken from real-life examples, and internship programs, students develop an in-depth expertise in a wide range of business operations. Graduates of the BAMB program have gone on to positions in industry, retail/wholesale, business, government, health care services, and banking. The skills you take with you from the BAMB program prepare you for many different job opportunities.

Business Administrative Management & Marketing Students Will:

- ➔ Learn to collect & analyze marketing data using market research techniques
- ➔ Create advertising and promotional materials and prepare media plans and press releases
- ➔ Learn selling and marketing principles
- ➔ Gain an understanding of basic accounting and business math principles
- ➔ Simulate the process of starting and maintaining a small business through a business plan
- ➔ Be involved in a number of group projects
- ➔ Gain excellent interpersonal skills

Sample of Courses

- ➔ Management
- ➔ Marketing
- ➔ Advertising and Public Relations
- ➔ Small Business Management
- ➔ Market Research
- ➔ Selling

Sample of Career Opportunities

- ➔ Sales Manager
- ➔ Account Executive
- ➔ Sales & Marketing Assistant
- ➔ Purchasing Agent
- ➔ Customer Service Representative
- ➔ Store Manager
- ➔ Human Resources Assistant
- ➔ Property Manager

If the following qualities describe you, a career in the Business Administration Management & Marketing field might be a good choice:

- ➔ Analytical
- ➔ Creative
- ➔ Entrepreneurial
- ➔ Resourceful
- ➔ Problem-solver
- ➔ Team Player

Internship

All two-year students are required to complete a 336-hour internship providing them with on-the-job experience and a safety net of instructors to confide in if challenges occur. Many of our students are offered jobs upon completion of their internship.

Admissions Program Requirements

- ➔ High school transcripts, an equivalent or GED
- ➔ PSSA scores (HS graduates only)
- ➔ Two letters of recommendation from a current employer or teacher
- ➔ COMPASS scores
- ➔ Personal interview

Career Services

Our Career Services Office provides a wealth of resources and information to our students and graduates. We encourage our students to acquaint themselves with our office so we can help. Some of our services include:

- ➔ Hosting Job Fairs
- ➔ Creating Strong Employer Relations
- ➔ Inviting Business Guests to Speak
- ➔ Providing Job Search Classes

Financial Aid

South Hills School of Business & Technology understands that your education is an investment in your future. The Financial Aid staff will work with you to make sure you receive all aid for which you are eligible. For answers to your financial aid questions, please contact our financial aid office.