



MARKETING

A Marketing degree from Stonehill's AACSB-accredited* Business Administration Department provides students with the knowledge and experience they need to launch a marketing career as well as with the critical thinking skills they will need as they advance to more senior management positions.

As with all who earn our Business Administration degrees, marketing majors at Stonehill graduate not only with the skills necessary to succeed professionally but also with a valuable liberal arts foundation and a commitment to service inspired by our Congregation of Holy Cross founders.

CAREER OUTCOMES

Places where Stonehill graduates have recently been employed include:

- Communispace Corp.
- eBay
- Digitas
- Edvisors
- Nordstrom
- Partners HealthCare
- Pharmalogics
- Organogenesis
- Rue La La
- Shields Health Care Group
- State Street Global Advisors
- TechTarget
- Thomson Reuters
- W.B. Mason

GRADUATE/PROFESSIONAL SCHOOL STUDIES

Places where Stonehill graduates have recently attended a full- or part-time graduate program include:

- Babson College
- Boston College
- Boston University
- New York University
- Simmons College
- University of Notre Dame

CAMPUS RESOURCES

Trading room with Bridge Telerate and Bloomberg terminals.

HONORS SOCIETY AFFILIATION

Alpha Mu Alpha

American Marketing Association

Marketing and Management Association

Honor society of a professional student-run organization affiliated with the international American Marketing Association

INTERNSHIP OPPORTUNITIES

Places where Stonehill students have recently interned include:

- Bare Tree Media (Product Marketing)
- Beth Israel Hospital
- Bloomingdale's
- Dana-Farber Cancer Institute (Marketing Communications)
- Dunkin' Brands
- KPMG
- MediaVest
- New England Revolution (Marketing & Sales)
- Ocean Spray Cranberries
- Peabody Essex Museum (Public Relations)
- Pitney Bowes
- Prudential Financial Services
- Reebok International
- Smart Foods Inc.
- WCVB TV, Boston



*Association to Advance Collegiate Schools of Business is the benchmark of quality for business education worldwide. Stonehill is one of only 42 undergraduate institutions worldwide that have earned the prestigious AACSB accreditation of their business program.

LUX ET SPES



STONEHILL COLLEGE

320 WASHINGTON STREET | EASTON, MA 02357 | STONEHILL.EDU

MARKETING

CAREER SERVICES RESOURCES FOR STUDENTS

General

- The Office of Career Services offers extensive assistance to students in academic degree and career decisions; and applying to graduate school; and finding internships, mentors and postgraduation service opportunities.

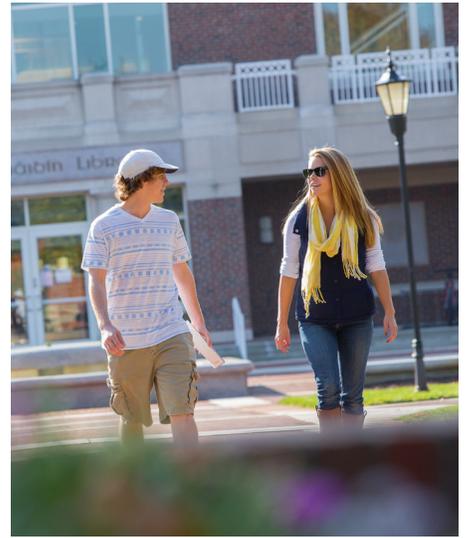
Marketing-specific

- Sales vs. marketing career panel.
- Various industry lunches, including social media, event planning and public relations.
- Assist MMA (Marketing Management Association) with speakers and workshops.

More than **80** active alumni mentors.

Among them:

- Boston Red Sox
Manager of Special Events
- DDK Consulting
Owner
- Digitas
Associate Media Planner
- TJX Companies Inc.
Senior Allocation Analyst
- W.B. Mason
Branch Manager



“My degree provided me the ability to concentrate on the areas of Marketing that I was the most passionate about. As I continue to grow as a Social Analytics Expert, I am forever thankful that my Stonehill Marketing degree allowed me to be a true innovator and specialize in this field.”

– Corinne Sherman '11, Social CRM Analyst at eBay

Stonehill at a Glance

Founded by the Congregation of Holy Cross, Stonehill College values integrity, tradition and the rewards that come when you pair rigorous academics with world-class faculty committed to their students' success. Our nationally recognized experiential learning programs and focus on service shape graduates into compassionate leaders and global thinkers.

- 2,590 full-time students (1,588 women, 1,002 men).
- 93% of students live on campus.
- 167 full-time faculty (100% of classes taught by professors).
- 13:1 student/faculty ratio (average class size: 19 students).
- Tuition: \$36,160. Room and board: \$13,710.
- 86% retention rate.
- 93% of enrolled students receive financial assistance. Average freshman award, including scholarships, grants, federal student loans and work study, is \$25,451.
- \$50.5 million: amount of aid Stonehill students received in 2013-2014 academic year.
- 80% of the Class of 2013 completed an internship-related experience while at Stonehill.
- Ranked in the top 10% nationally for opportunities abroad, Stonehill offers internships, study and service travel programs around the globe.
- 91% of students participate in internships, study abroad, research practicum or fieldwork.
- 50% of the class of 2013 had secured a job by graduation, double the national average of 25%.

98%

OF ALUMNI ARE IN CAREERS, TOP GRADUATE PROGRAMS OR VOLUNTEERING WITHIN ONE YEAR OF GRADUATION