Choosing the Best Fit University and Major

Preview Day,
October 27, 2012
West Chester University

Dr. Jack Gault, PhD
Chair of Marketing
West Chester University and WCU Marketing?

Web Links including Videos and Virtual Tours:

Main Page
- www.wcupa.edu

Find Yourself at West Chester University
- www.youtube.com/watch?v=BgjWjyNDNco

WCU Marketing Homepage
- http://www.wcupa.edu/_ACADEMICS/Sch_sba/Marketing/default.asp

Virtual Tours
- http://www.wcupa.edu/campustour/
Is Marketing the Right Business Major for you?

- Decide on Business first then specific major
- Why Marketing vs. Management vs. Finance vs. Economics vs. Accounting?
- The main difference is your principal customer focus:
  - Finance – shareholders and regulators
  - Management -- employees
  - Accounting – government regulators
  - Marketing -- consumers
Your selected university and major

- Should offer you a quality education
- Where you’re a good fit, and will enjoy your 4-year experience
- And maximize your chance of success upon graduation,
Your university & major choice should

Maximize

- The probability you’ll receive a quality academic and professional training,
- Finish on time, with as little debt as possible
- Graduate and begin an exciting career with less stress, and without having to continue to live like a student -- or with your parents!

Your Options
Ten Factors to consider when choosing Your Best Fit University

1. **Academic Quality & Rigor** - AACSB accreditation affects quality of students and faculty

2. **Academic Programs** - BS vs. BA. Alternatives if you change your mind later? Majors, Minors, Study Abroad? Pre-Business vs. Business Majors (45 crs., 2.50 GPA, 7 courses @ >=”C” to matriculate)
Ten factors for best university fit

3. **Course offerings that match your interests?** - gen eds., business core, major courses

4. **Professional Career Preparation** - 50-60+% of WCU MKT majors perform paid internships

5. **Location** - urban, suburban, rural? proximity to work, home? WCU while in-state for most, is an easy drive to NYC, Baltimore, DC, NJ & DE beaches compared to other PA State schools
Ten factors for best university fit

6. **Size** - Big, Medium, or Small?
- WCU: 15,000 students; 12,500 undergrads; 250 Marketing Majors + 200 Marketing PreMajors).
- Typical class size matters more than faculty/student ratio. WCU business core courses average about 35 students, and majors courses about 25 to 35.
- There are a few sections of 85-90 @ 100-200 course level only.
- All sections are taught by faculty not TA’s
Ten factors for best university fit

7. Extracurricular Activities - social, service, professional, academic, sports, etc. - for example:
Dept: American Marketing Association (AMA) Student Chapter

University: Many activities in which you can get involved [http://www.youtube.com/watch?v=P3vBXTAHQ&feature=related](http://www.youtube.com/watch?v=P3vBXTAHQ&feature=related)

Intercollegiate: 2 national championship NCAA-2 teams in 2011 =>
2012 NCAA-Division 2 National Champions

Men’s Baseball
9-0 shutout vs. Delta State

Women’s Field Hockey
2-1 vs. U of Massachusetts Lowell
Ten factors for best university fit

8. Accommodations/Facilities – Where you sleep, play, eat, go to class?

- Traditional vs. “Affiliated” on-campus housing for freshmen year?
- Line on or off-campus after freshmen year?
- WCU New Recreation Center (opened August 2012).
- New Business Building to open in 2015
Ten factors for best university fit

9. People:

- **Students** -- They may become your lifelong friends and some your spouses – visit an AMA meeting *(Tuesdays 3:15-4:15pm Anderson 208)* or any number of other activities

- **Professors** - Their background prior to academia? How do they remain current in their field?
Ten factors for best university fit

10. Actual (Net) Cost of Attending:

- Every Day Low Price (EDLP) vs. High Tuition w/ relatively small (scholarship) discounts
- Debt at graduation matters = Total Cost (tuition, fees, books, lodging) - Financial Aid - Earnings

⇒
Maximizing Efficiency: What will it cost to accomplish your educational goals?

- **Re: Inquirer Top 25 Philadelphia area Undergrad Business Schools (ranked by size, w/tuition comparison)**

<table>
<thead>
<tr>
<th>Ranked by Size</th>
<th>2010-2011 F/T Enrollment</th>
<th>2010-2011 -&gt; 2012/13 F/T Tuition (Yr)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Temple</td>
<td>5,693</td>
<td>$14,190 -&gt; $16,988</td>
</tr>
<tr>
<td>2. Drexel</td>
<td>2,819</td>
<td>$36,700</td>
</tr>
<tr>
<td>3. Wharton U of PA</td>
<td>2,446</td>
<td>$37,620</td>
</tr>
<tr>
<td>4. St Joe’s</td>
<td>2,428</td>
<td>$35,080</td>
</tr>
<tr>
<td>5. West Chester U</td>
<td>2,196</td>
<td>$5,804 -&gt; $6,428</td>
</tr>
<tr>
<td>6. Villanova</td>
<td>1,639</td>
<td>$39,085</td>
</tr>
</tbody>
</table>
Maximizing Effectiveness: Will you accomplish your educational goals?

Will your university choice enhance your chance of success at graduation?

- Will you be better off than you were four years ago?
- Will you start off in an interesting and satisfying career working with people you like, and with good pay and benefits?
- Will you have the ability to progress toward a high level of “job security” which today means developing an adaptive skill set and network of people which will allow you to work anywhere else whenever desired?
Maximizing Effectiveness: Will you get hired?

- Research shows the three top sources of employment for graduating seniors include:
  - #1 Internship Program,
  - #2 Family & Friends,
  - #3 On-Campus Interviews.
Sample WCU Marketing Grads

Jennifer T. ‘2000

Product Manager, GI Marketing at Janssen Biotech
- Jan 2010– Present (2 years 9 months)
- Responsible for the strategic marketing initiatives related to IBD, both consumer and professional.

Marketing Manager
- Nov 2007– Dec 2009 (2 years 2 months)

Manager, sales & Marketing Services
- Jan 2000– 2007 (7 years)

Intern, WCU MKT Major
Sample WCU Marketing Grads

Jaime F. ’2006

Synthes (biomedical products)
- May 2006– Present (6 years 5 months)

Product Manager
- Successfully launched a direct to consumer website, brochure and patient testimonial videos
- Lead the competitive analysis of environment and customers
- Plan and market new products including working with product development engineers and other cross-functional team members
- Created and maintain the Synthes Vet eCommerce website

Intern, WCU Marketing Major
Sample WCU Marketing Grads

Andy S. ‘2002
Safety Sales Consultant at Cintas Corporation

- September 2010– Present (2 years 1 month)
- Responsible for generating new business in Central and South Central Pennsylvania markets. Promote a wide range of products and services, including AEDs (Automated External Defibrillators) and Safety and Compliance solutions for businesses of all sizes and industries.

- Intern, WU Marketing Major
Sample WCU Marketing Grads

Christopher G. ‘2012

- Philadelphia Phillies Marketing new full-time social media hire December 2012
- Intern, WCU Marketing
Thank you!

- For more information:
- [www.wcupa.edu](http://www.wcupa.edu) key search words “Marketing Department”
- For copy of this presentation please return requested email contact information