



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 @ \geq "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

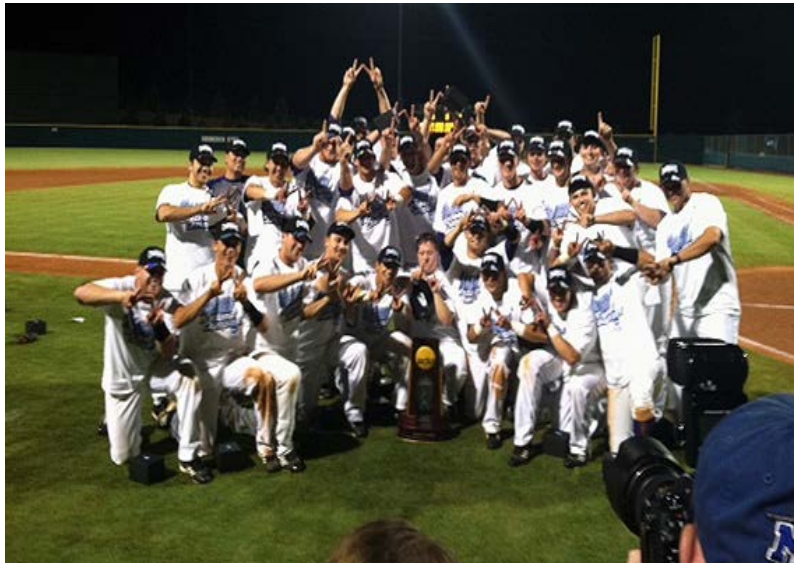
7. Extracurricular Activities – social, service, professional, academic, sports, etc. – for example:
Dept: American Marketing Association (AMA)
Student Chapter

University: Many activities in which you can get involved http://www.youtube.com/watch?v=P3vBXTTHAH_Q&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?
- Live 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 life-long 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)

Ranked by Size	2010-2011 F/T Enrollment	2010-2011 -> 2012/13 F/T Tuition (Yr)
1. Temple	5,693	\$14,190 -> \$16,988
2. Drexel	2,819	\$36,700
3. Wharton U of PA	2,446	\$37,620
4. St Joe's	2,428	\$35,080
5. West Chester U	2,196	\$ 5,804 -> \$6,428
6. Villanova	1,639	\$39,085

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 key search words
"Marketing Department"
- For copy of this presentation please return
requested email contact information