



DEPARTMENT FACULTY

Wayne A. Biddle '87, D.B.A  
Associate Professor of Business

Kennth P. Carson, Ph.D.  
Professor of Business

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Associate Professor of Business

Bruce W. Ketler '71, Ph.D.  
Professor of Business

Richard D. Kocur, M.B.A.  
Assistant Professor of Business

Andrew W. Markley '82, J.D.  
Professor of Business

Scott K. Powell, D.B.A  
Professor of Business

DEPARTMENT DESCRIPTION

The Department of Management and Marketing at Grove City College develops high caliber, ethical leaders equipped with the technical and theoretical business skills to excel in a wide range of industries and professions. Whether pursuing a degree in Management, Marketing, or International Business, students are prepared to solve complex business problems through coursework in global business, quantitative business analysis, finance, and accounting. Graduates of the program understand the connection between U.S. business and the global economy and are highly competitive for a variety of business careers or entry into graduate or professional programs.

MAJORS

B.S. in Management

This is a 67 credit hour program that combines 43 credit hours of business core requirements, nine credit hours of management core courses, and 15 hours of management concentration courses in addition to the College core curriculum. Students choose one of three management concentrations: human resources, operations, or entrepreneurship and are encouraged to earn academic credit through internships.

B.S. in Marketing

This is a 67 credit hour program that combines 43 credit hours of business core requirements, 12 credit hours of marketing core courses, and 12 credit hours of marketing electives in addition to the College core curriculum. The marketing core offers specialized instruction in marketing research, strategic marketing, consumer behavior, and sales management. Students are encouraged to earn academic credit through internships.

B.S. International Business

The Bachelor of Science degree in international business requires 82 credit hours of international business coursework in addition to the College core curriculum. Students choose a business concentration in accounting, management, economics, entrepreneurship, finance, or marketing as well as a foreign language concentration in Chinese, French, or Spanish. The program focuses on the international context of business

and is designed to prepare students for participation in worldwide business activity.

MINORS

Analytics

Intended to prepare students majoring in business to work with big data and other quantitative business applications. (25 credit hours)

Business

Intended to allow non-business majors to obtain an introduction to business processes and methods. (18 credit hours)

International Business

Intended for business or non-business majors interested in working in international contexts. (18 credit hours)

Management

Intended for business and non-business majors interested in assuming managerial and leadership positions in for-profit and not-for-profit organizations. (18 credit hours)

Marketing

Intended for business and non-business majors interested in developing skills related to marketing and sales. (18 credit hours)

Social Enterprise

Intended for business and non-business majors interested in starting and growing or working in not-for-profit organizations. (21 credit hours)

ACCREDITATION

The B.S. degree programs in Accounting, Entrepreneurship, Finance, International Business, Management and Marketing are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

SPECIAL PROGRAMS

The department partners with the Center for Entrepreneurship and Innovation to provide students with the opportunity to hear engaging guest speakers and to participate in business challenge competitions on and off campus.

INTERNSHIPS

The Department of Business helps connect students with alumni and employers in the fields that best complement their classroom learning experience and specialized interests. Students have secured internships at: UPMC, PNC, Bayer Material Science, Hewlett-Packard, Lincoln Financial Group, Marshalls, Sherwin-Williams, CBS Radio, American Eagle Outfitters, Northwestern Mutual, Heritage Foundation, Travelers' Insurance, Pittsburgh Steelers, NVR/Ryan Homes, GE Transportation, State Farm, AFLAC, Bechtel Plant Machinery, Mylan Pharmaceuticals, and Barclays Corporate Bank.

CAREER AND GRADUATION OPPORTUNITIES

The department's degree programs prepare students for wide variety of career opportunities in business as well as in the non-profit sector. In addition, graduates have pursued further study in business as well as in fields such as international economic development, international relations, and law.

“From my first semester of classes, I realized that the faculty was motivated by a deep passion for their subject and a desire to see students mature and develop before they enter the business world.”

– Jonathan Caspers '13



CONTACT

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Chair and Professor of Business

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