



COLLEGE OF  
BUSINESS  
ADMINISTRATION

## Mission Statement

Our mission is to prepare students in a learning-centered environment, through effective teaching, scholarship, and service, with the professional and leadership skills necessary for positions in the global marketplace, while fostering lifelong learning and service to the external community.

For more information, contact:

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WINTHROP  
UNIVERSITY

ROCK HILL, SOUTH CAROLINA

# Marketing/Entrepreneurship

*“Students will learn practical concepts and applications from an integrated, ethical and quality-oriented business perspective.”*

## Program

Marketing and entrepreneurship are two of the business concentrations available to students pursuing the Bachelor of Science in Business Administration. During the first two years of the program, students concentrate on a broad liberal arts curriculum as well as courses in accounting, economics, and computer science. During the final two years, students complete courses in marketing, production, and communication along with the required courses in the marketing or entrepreneurship concentrations.

## Internships

Internships and field experiences are encouraged and are an important part of the marketing and entrepreneurship concentrations. They provide students with real-life professional experiences and often serve as stepping stones to employment and a variety of careers. Businesses and other organizations in the Rock Hill and metro Charlotte area work with the College of Business to ensure the most meaningful internship experience possible.

## Marketing

Marketing involves the exciting, dynamic process of matching buyers' needs and wants with a firm's present or future market offerings. Specifically, marketing's functions involve the development, pricing, promotion, and distribution of goods or services for profit and nonprofit organizations. At Winthrop University, students will learn practical concepts and applications from an integrated, ethical, technical and quality-oriented business perspective. Emphasis is placed on hands-on learning through projects with real world clients.

## Entrepreneurship

The entrepreneurship concentration prepares students to establish their own business, to operate growing businesses, to become involved in family-owned businesses, or to work with innovative divisions within larger organizations. The program combines classroom study with field case analysis to provide students with the knowledge and skills necessary for successfully starting and improving the management of existing small and family-owned businesses. Areas of emphasis include risk taking, innovation, and new venture development built on existing courses in marketing, management, accounting, finance and economics.

*Did you know? Our faculty are actively involved in research, participate in a variety of professional activities and volunteer in the Rock Hill community.*

## Student Professional Organizations

Beta Gamma Sigma, the national scholastic honorary society for students of business administration, is available to high achieving business students. The American Marketing Association (AMA) and the Association of Collegiate Entrepreneurs (ACE), both national organizations, have student chapters on the Winthrop campus. The groups hold monthly meetings and social activities.

## Faculty

The business administration faculty at Winthrop is dedicated to teaching. A high level of knowledge in their specialty areas, combined with "real world" experience, serves to benefit their students. Members have recently won Winthrop's "Distinguished Professor," "Outstanding Junior Professor," and "Excellence in Teaching" awards. They are also actively involved in research, participate in a variety of professional activities, and volunteer in the Rock Hill community. Business administration majors are provided multiple networking opportunities with their professors and the business community. This enables students to establish the contacts that they will need for advanced study and employment.

## Facilities

Business students have access within Thurmond Building and Carroll Hall to a variety of computer labs, state-of-the-art multimedia classrooms, a student resource room with tutoring services, a student services center, and a presentation seminar room.

## Careers

Marketing graduates enter professions such as advertising and public relations, marketing research, product/brand management, professional selling and sales management, and retailing. Recent graduates have been employed by a variety of regional, national, and international businesses and nonprofit organizations. Entrepreneurship students aspire to have their own business or manage a family business upon graduation.



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