

Why Study **MARKETING** at



The Tobin College of Business?



Marketing is the strategic arm of all major businesses today. How do we determine what our customers want? How do we direct the development of a product to meet these needs? How do we position this product or service to compete with similar entries in the category? Which forms of media are best for communicating a strong message to the most appropriate audience? When should we begin a new product launch? Should we front-load the spending plan or spread our marketing budget evenly throughout the fiscal year?

A degree in Marketing from The Tobin College of Business will give you the skills and experience to answer these questions with confidence.

Where might a degree in Marketing take you? A degree in Marketing offers a wide variety of career opportunities in Advertising, Product and Marketing Management, Market Research, Sports and Events Marketing, Retailing, Sales Management, Direct Marketing, Sales Promotion, and Global Marketing. Nearly all of the Fortune 500 companies have a presence in St. John's New York City "neighborhood" where remarkable career opportunities are right around the corner.

Is Marketing the right major for you? Some of the strengths employers are looking for in Marketing-related fields are creativity, strong oral and written communication skills, the ability to make appropriate decisions, to analyze, to research, and to solve problems. If this sounds interesting to you, Marketing is a major you should seriously explore.

Accreditation. The Peter J. Tobin College of Business is a proud member of the elite group of business schools accredited by *AACSB-International* and has held this accreditation for over 35 years. Less than one-third of the business programs in the U.S. and Canada have earned this distinction.



Interested? To schedule a campus visit or to sit in on a Marketing class, the Office of Admissions is the place to call: 1-718-990-6114. If you have not already completed an application, they are available from the Office of Admissions. Or complete an application on our web site: <http://new.stjohns.edu/admission>.

More questions? Please call us.

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Tobin College of Business

Graduates Excel in

ALL Fields of Marketing



The Brightest and Best Educators. The Tobin College of Business is comprised of a faculty of nationally recognized scholars and business leaders who have expertise ranging from business basics to the complexities of electronic commerce and European unification. Over 90% of our professors have attained the highest degrees in their fields, and five are internationally recognized Fulbright Scholars. Our professors bring their exceptional knowledge and experience to the classroom, giving students a deep understanding of current business issues and hands-on problem solving strategies.

Executive-in-Residence Program. Through our Executive-in-Residence program, business students are given the opportunity to develop real world business consulting experience and improve their analytical, communication, and team-building skills while developing effective strategic and business plans.

Always Current and Global. Course offerings in The Tobin College of Business reflect a vision of the future, with new entries like a dual degree in International Business and Language Studies including courses in Global Marketing Intelligence and Global Trade Building. Other innovative courses such as Consumer Promotion and Sales & Event Marketing have been introduced, always reflecting the latest needs of students and the business community. As you may know, international study in Japan, Ireland, and Hungary, is another exceptional St. John's opportunity. When you're ready, St. John's also offers a Master of Business Administration program on our campuses in New York and Rome, Italy.

Learn By Doing. Classroom instruction depends upon a team approach to identify marketing problems and opportunities, followed by the collection of data needed to address them intelligently. Experiential learning is at the core of the Marketing Department's educational philosophy.

Marketing Internships. Our proximity to New York City's business center (the marketing capital of the world) opens enviable opportunities for real-world marketing experience prior to graduation. Earn course credit by interning at magazines such as Marie Claire, and Maxim, at financial institutions like Smith Barney, HSBC, and Merrill Lynch, entertainment giants like Late Night With David Letterman, Madison Square Garden, and New Line Cinema, or with famous fashion designers like Donna Karan. You might even leverage your internship into a job offer when you've completed your degree.

A Well-Rounded Education. St. John's believes that an undergraduate degree in business should develop a well-rounded student in a wide variety of areas. As a result, there are three parts to the Marketing degree: a basic liberal arts core, a basic business core, and major field requirements which focus, in-depth, on Marketing. Throughout the department, professors work to encourage a strong business ethic and "people skills" as well as oral presentation skills and effective written communication.

St. John's Marketing Program is "Unwired." St. John's University is the only New York campus ranked among the top ten "most unwired college campuses" in the United States, according to a recent Intel Corporation survey of colleges that offer high quality, wireless computer access. In keeping with our ranking, the University has a Laptop Program, which provides all full-time freshmen a wireless laptop computer for their entire St. John's career.

Students can go mobile with lecture notes, homework, email, Internet, and instant messages. The objective of our Laptop Program is to give students equal access to technology and to provide faculty with a mobile computer option.

Your Future is Waiting. Alumni of The Tobin College of business are in demand. Our Career Center reports that 92% of St. John's graduates are employed full time or have returned to school for a more advanced degree within six months of graduation.

A Proud

Marketing Tradition!

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