

BCCC/IUP Collaborative Program at Northpointe

Bachelor of Science in Marketing



The premier accrediting agency
for collegiate business programs
worldwide



Indiana University of Pennsylvania

WITH ITS ORIGINAL 1875 building still standing at the heart of its campus, Indiana University of Pennsylvania has a long tradition of academic excellence and receives frequent accolades, including designation as one of *The Best 361 Colleges* in the 2007 edition of a Princeton Review book by that name. The university provides an intellectually challenging experience to fourteen thousand students at three campuses, all easily accessible from Pittsburgh and the Middle Atlantic region. IUP is the largest member institution of the Pennsylvania State System of Higher Education and the only one authorized to confer doctoral degrees.

Academic offerings include 120 undergraduate majors with a variety of internship and study abroad programs, nearly fifty master's degree programs, and eight doctoral degrees. Unusual opportunities for research at all levels and the Robert E. Cook Honors College provide special challenges for academic growth. The variety and quality of instruction are characteristic of a big university, yet at IUP, close, one-to-one relationships develop within the teaching framework, and a strong sense of community prevails.

IUP at Northpointe

The IUP at Northpointe Campus offers students many advantages. Full-time and part-time students benefit from the small campus environment but have access to all of the resources of a leading university. The entire campus has wireless Internet capabilities, allowing students to utilize the vast computing network on their personal laptops. All of the classrooms have the latest in instructional technology, including document cameras, projectors, computers, etc. Students also enjoy the perks of a superb on-site library that routinely provides unparalleled support in both research and document acquisition.

Butler County Community College

FOR FORTY YEARS, BC3 has offered educational opportunities at affordable costs to students of a four-county area. The BC3 main campus is located one-and-a-half miles south of the city of Butler, on the former Oak Hills Golf Course. The beautiful campus in a country setting, surrounded by large oak trees and rolling hills, provides a comfortable and safe learning environment.

Approximately 4,000 credit students attend BC3 annually and are enrolled in over sixty degree programs in the areas of business, nursing and allied health, arts and education, technology, and transfer. One-third of the students earn a two-year associate's degree and then transfer to a four-year college or university. Many students attend both day and evening classes on a full- or part-time basis, often holding down a job or two while they go through school.

BC3 continues to meet its mission by offering a high-quality college education, affordable to all. With the generous support of its local county sponsor and funds from the state of Pennsylvania, consumers can attend by paying one-third of the actual cost of their education. Financial aid and scholarships are available.

IUP and BCCC are affirmative action, equal opportunity educational institutions.



Eberly College of Business and Information Technology

THE PARAMOUNT MISSION of the Eberly College of Business and Information Technology is to provide a broad range of high-value undergraduate and graduate business programs for students seeking preparation for professional careers in business, business education, and nonprofit organizations.

The college is especially committed to high-quality instruction. It is committed to research activities, which enhance the quality of instruction and contribute to the literature of business. In addition, it is committed to service activities that develop the economic vitality of the region and provide linkages and opportunities for involvement of faculty and students with the business community.

The Eberly College of Business and Information Technology provides a learning environment that includes opportunities for real-world exposure. You will be exposed to instructors with industry/consulting experience and will have opportunities for real-world exposure through well-developed internship and outreach programs.

The college provides opportunities for cross-cultural exposure to all students. This is achieved by the recruitment of a diverse student body, maintenance of a faculty with diverse cultural backgrounds, and provision of cross-cultural educational opportunities through a network of international exchange partners.

The Eberly College is accredited by the AACSB International—The Association to Advance Collegiate Schools of Business. AACSB International is the premier accrediting agency for collegiate business programs worldwide. Only about 15 percent of colleges and universities hold AACSB International accreditation.

Eberly Facts and Faculty

- The Princeton Review—The Eberly College voted one of 237 Best Business Schools
- Small class size
- Outstanding internship and career placement opportunities
- Partnership with leading enterprise software organization, SAP
- All classroom instruction done by professors—none by graduate assistants
- Professors have significant industry/consulting/research backgrounds
- Faculty members are teacher/scholars
- Faculty members edit eight scholarly journals and conduct two international conferences annually
- Faculty members engage in significant grant work
- Faculty is involved in award-winning outreach activities



Marketing Curriculum for BCCC/IUP Collaborative Program at Northpointe

Dept/No	Course Title	Credits
FRESHMAN I		
BUSN 203	Introduction to Business	3
ECON 101	Principles of Economics—Macro Approach	3
ENGL 101	College Writing	4
ARHI/MUHI/THTR 101	Introduction to Art/Music/Theater	3
COSC 101	Microbased Computer Literacy	<u>3</u>
		16
FRESHMAN II		
BUSN 102	Business Law	3
ECON 102	Principles of Economics—Micro Approach	3
ENGL 121	Humanities Literature	3
PSYC 101	General Psychology	3
RLST 110	World Religions	<u>3</u>
		15
SOPHOMORE I		
ACCT 201	Accounting Principles I	3
BUSN 123	Principles of Management	3
ENGL 202	Research Writing	3
MATH 115	Applied Math for Business	4
BIOL 103	General Biology I	<u>4</u>
		17
SOPHOMORE II		
ACCT 202	Accounting Principles II	3
BUSN 214	Marketing	3
HIST 195	History of Modern Era	3
MATH 214	Probability and Statistics	3
BIOL 104	General Biology II	<u>4</u>
		16
JUNIOR I		
BTST 321	Business and Interpersonal Communications	3
QBUS 215	Business Statistics	3
MGMT 330	Production and Operations Management	3
FIN 310	Fundamentals of Finance	3
GEOG 104	Geography of the Non-Western World	<u>3</u>
		15
JUNIOR II		
IFMG 300	Information Systems: Theory and Practice	3
MKTG 321	Consumer Behavior	3
MKTG 421	Marketing Research	3
MKTG	Controlled Elective	3
NURS 143	Healthy People	<u>3</u>
		15

Marketing Curriculum for BCCC/IUP Collaborative Program at Northpointe

Dept/No	Course Title	Credits
SENIOR I		
MKTG 420	Marketing Management	3
MKTG	Controlled Elective	3
MKTG	Controlled Elective	3
MKTG	Controlled Elective	3
	Free Elective	<u>2</u>
		14
SENIOR II		
MKTG 422	Seminar in Marketing	3
MKTG	Controlled Elective	3
LBST 499	Senior Synthesis	3
MGMT 495	Business Policy	<u>3</u>
		12

Total Combined Credits = 120

Courses outlined in red are taught by Butler County Community College.

This is a model curriculum. There may be some minor changes based on the availability of course offerings and evaluation of transfer credits.

General Program Information

- The Eberly College of Business and Information Technology is accredited by the AACSB International. Graduating from a school with this rank will provide students with a greater opportunity for employment and graduate education.
- Admissions are on a rolling basis, which means students may be accepted into this program at any time during the year.
- Students will have access to a coordinator from the Eberly College of Business and Information Technology who will be responsible for providing application information, answers to inquiries about the program, academic advising, and support for students admitted to the program. The coordinator may be contacted at IUP (724-357-1285) or via e-mail: sbrant@iup.edu.

Getting Started

- This program results in a B.S. degree with a major in Marketing from Indiana University of Pennsylvania.
- A minimum of 120 credits are required for IUP graduation. You will take a combination of IUP and BCCC coursework.
- Students should begin the math sequence immediately.

Transfer Credits

- Transfer credits from another university must first be evaluated by the IUP Admissions Office. The IUP coordinator then will see which of these apply to the program. There is a statute of limitations on the age of past credits.
- Students should include with their applications any official transcripts from BCCC and all other colleges or universities attended.

Program and Application Information

Application Process

- Please complete the attached application and submit by mail or go to the Eberly website at www.iup.edu/business, select Northpointe, and submit the application electronically.
- If no application is attached, one may be picked up at IUP Northpointe, from any BCCC campus admission/advising center, or by contacting the IUP program coordinator at 724-357-1285 or sbrant@iup.edu.
- Each applicant must complete an application form and submit all official transcripts from any college or university attended.
- There is no application fee.
- The IUP Admissions staff will review applications to see that they are complete. If anything is missing, applicants will be informed. It is the applicant's responsibility to send complete application materials to the Admissions Office.

NOTE: Those who are not U.S. citizens must submit a notarized copy of their current visa and I-94 card or a resident alien card. An official TOEFL score is also required as part of the application process for an individual whose native language is other than English. (Specific questions may be directed to the International Office at IUP by calling 724-357-2295.)

Coursework and Registration

- Students may take the coursework on a part-time or a full-time basis.
- Both IUP and BCCC courses are offered at the Northpointe Campus.
- IUP courses are offered during the day and Monday through Thursday evenings.

For more information about this program, please contact:

Susan D. Brant, M.B.A.
724-357-1285
sbrant@iup.edu

Financial Aid

- Students accepted into the program will continue to be eligible for financial aid through IUP and/or BCCC.
- Students should file the FAFSA form for Financial Aid listing Indiana University of Pennsylvania and Butler County Community College as their primary institutions with school codes of 003277 and 003240.
- Students may obtain additional information about aid by logging onto www.iup.edu/financialaid or www.bc3.edu/admission/financial/index.asp.

Course Materials

- Books and other course materials for IUP and BCCC courses may be purchased at Northpointe. Signs will be posted in the entrance with directions to the location of the sale.

Technology-Related Information

- Students will receive an IUP identification card during their first semester. IUP faculty members will distribute cards to students in their classes. The card affords access to the IUP library, as well as to other services provided by the university.
- Information on accessing the IUP library will be made available by IUP faculty members.
- Students will be granted access to IUP e-mail services. They may activate their account by contacting Student Technology Services at 724-357-2198 and may e-mail questions to student-helpdesk@iup.edu. Communication from instructor to student on many projects is conducted through IUP e-mail. It is highly recommended that students activate their account once admitted to the program.

Application for Admission BCCC/IUP Collaborative Program at Northpointe

Please mail completed application to:

Office of Admissions, IUP • 1011 South Drive • Sutton Hall, Suite 117 • Indiana, PA 15705-1046

ADMISSIONS INFORMATION (please print in ink)

Term for which I am applying: Fall 200__ Spring 200__

IDENTIFYING INFORMATION

_____ Social Security No.	_____ Birthdate (Month/Day/Year)	_____ Maiden/Former Name		
_____ Last Name	_____ First Name		_____ M.I.	
_____ Address (Number and Street)	_____ City	_____ County	_____ State	_____ Zip
(_____) _____ Area Code Home Telephone	(_____) _____ Area Code Work/Day Telephone	_____ E-mail Address		
_____ Name of Person to Notify in Case of Emergency	_____ Relationship	(_____) _____ Area Code Work/Day Telephone		

EDUCATIONAL INFORMATION

High School from which you have graduated:

_____ Name of School	_____ City, State	_____ Graduation Date
-------------------------	----------------------	--------------------------

Have you earned a general equivalency diploma (GED)? No Yes If YES, year earned _____

List all colleges and universities attended. Official transcripts are required from each college or university attended (including BCCC).

_____ Name of School	_____ City, State	_____ Graduation Date or Last Year Attended
_____ Name of School	_____ City, State	_____ Graduation Date or Last Year Attended

DEMOGRAPHIC INFORMATION (for statistical purposes only; not used to determine admission)

Please check one: U. S. Citizen Permanent Resident Other (specify visa type) _____

Green Card Number _____ Country of Citizenship _____

Ethnic Background: 1. White American non-Hispanic 3. Hispanic 5. Asian-American/Pacific Islander

2. African-American non-Hispanic 4. American Indian/Alaskan Native 6. Other _____

Sex: Male Female

Do you have military service experience? Yes No If yes, give dates of active duty: From _____ to _____
Mo/Yr Mo/Yr

By my signature, I attest to the fact that all information given on this application is complete and correct. Any omission, falsification, or misrepresentation on this application is cause for nonacceptance, or dismissal from the program. I also authorize BCCC and IUP to exchange all relevant institutional records pertinent to my admission and continuance in this program.

Signature Date

FOR OFFICE USE ONLY (do not complete this section)

Applicant has: _____ completed 30 credit hours Action: _____ Accepted _____ Rejected
_____ minimum CGPA 2.0 Officer: _____
Date: _____

TEAR HERE

Indiana University of Pennsylvania at Northpointe

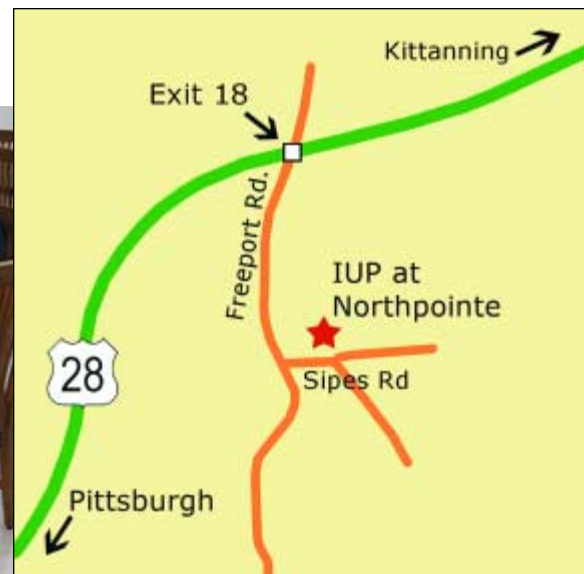
We're Closer Than You Think!

Indiana University of Pennsylvania at Northpointe is located in a 925-acre technology park off Route 28 at Exit 18 about halfway between Pittsburgh and Kittanning. Now you can experience the high-quality education needed to reach life's goals at a state-of-the-art regional campus near your location. Avoid the traffic and enjoy free parking.

Estimated travel times to Northpointe from:

Allison Park	40 min.	Mars	35 min.
Aspinwall	25 min.	McCandless	40 min.
Blawnox	26 min.	New Kensington	13 min.
Butler	35 min.	Oakmont	25 min.
Cheswick	20 min.	Pittsburgh	35 min.
Cranberry Twp.	37 min.	Plum	30 min.
Fox Chapel	27 min.	Saxonburg	25 min.
Gibsonia	37 min.	Verona	25 min.
Hampton	37 min.	Warrendale	40 min.
Harmar	20 min.		

Beyond Expectations



Telephone: 800-889-0872

Fax: 724-294-3310

Web: www.iup.edu/northpointe

167 Northpointe Boulevard

Freeport, PA 16229



IUP is a member of the Pennsylvania State System of Higher Education.