



Holden University Center  
**Bachelor of Arts  
in Marketing**  
CAMPUS · ONLINE

Hiram's Bachelor of Arts in Marketing provides students with the skills necessary for future success and leadership in a complex and rapidly changing world.

Hiram Marketing students demonstrate critical thinking skills and engage in effective problem solving and decision making. Students examine topics like marketing strategy, consumer behavior, marketing planning – pricing, promotion, and distribution, E-commerce, and international marketing. Additionally, Hiram students work with real companies and engage in research and internship opportunities.

**ADMISSION REQUIREMENTS:**

- Partnership students must have accumulated a minimum of 30 transfer credit hours
- A 2.5 cumulative GPA from Lakeland is required for admission
- No ACT/SAT Score Required
- Application is
- Admission decision in less than 2 weeks

New students start every 8 weeks!

<https://www.hiram.edu/apply/>

**TUITION & FEES:**

Hiram College tuition rates for each academic year are available at <https://www.hiram.edu/admission/financial-aid/financing-options/>.

**REGISTRATION PROCEDURE:**

Prospective students should schedule an appointment to meet with a Hiram admission counselor to learn how their credits will transfer!

It's never too early to talk with a counselor! Please, contact Ryan Herhold for more information.

**ACADEMIC CALENDAR:**

Each academic semester includes two eight-week terms. Our unique schedule allows students to enroll in 14-16 credit hours per semester, while only taking two courses at a time.

**TEXTBOOK PURCHASE:**

Hiram partnership students purchase textbooks through the Hiram College website and can have them shipped directly to their home!

**DELIVERY MODE:**

- All classes place in one of two formats: Blended or Fully Online
- Blended classes are half online and half in-person, they meet every other week for 4 hours at **one** of the following times:
  - Thursdays 6pm-10pm
  - Fridays 6pm-10pm
  - Saturdays 8am-12pm
  - Saturdays 2pm-6pm

All blended classes meet at  
Lakeland's Holden University Center!

**PARALLEL LAKELAND PROGRAMS:**

Lakeland's Associate of Applied Business degree or Associate of Arts will prepare students for Hiram College coursework.

Courses taken at Lakeland may be applied to major requirements, general education requirements and elective coursework.

**TOTAL HOURS NEEDED:**

The Bachelor of Arts in Marketing requires a minimum of 120 credit hours of credit, 75 of which can be taken at Lakeland.

**FINANCIAL AID INFO:**

Financial Aid is available to eligible students who have completed their FAFSA. Students may complete their FAFSA at <https://studentaid.ed.gov/sa/fafsa>.

**CONTACT PERSON(S):**

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