

# Bachelor of Arts in Marketing



ON CAMPUS  
ONLINE  
IVDL

Hiram's Bachelor of Arts in Marketing provides a quality education in the liberal arts tradition proven to be essential for future success. Our program develops the student's ability to evaluate, analyze, and critique marketing strategies in order to ensure leverage in a global marketplace. Our goal is to develop leaders capable of success in a complex, rapidly changing global world and a bachelor's degree in Marketing prepares students for a variety of careers through a curriculum that strengthens the student's skills and enables them to pursue professional interests in advertising, marketing, sales, product development, project management, and marketing research in the for-profit or non-profit business sector.

## ADMISSION REQUIREMENTS:

Admission at Hiram College is based on a holistic view of record. Partnership students must meet the Hiram College admission standard of a 2.5 cumulative GPA from Lakeland Community College and a minimum of a C or better from all other colleges and universities previously attended. Partnership students are encouraged to contact the program counselor for more information about their particular circumstances. Students must also complete an application and all supplemental admission forms.

## TUITION & FEES:

Hiram College tuition rates for each academic year are available at: [hiram.edu/admission/financial-aid/for-traditional-undergraduates/tuition-and-fees](http://hiram.edu/admission/financial-aid/for-traditional-undergraduates/tuition-and-fees).

## REGISTRATION PROCEDURE:

Prospective partnership students should schedule an appointment to meet with a program counselor for an unofficial evaluation of their previous college credits. For more information, please contact Samantha Voss in her Hiram office at 330.569.6033 or her Holden University Center office at 440.525.7757.

## ACADEMIC CALENDAR:

Each academic semester will include two eight-week blended sessions and two eight-week online sessions.

## DELIVERY MODE:

Hiram College's blended course format allows students to balance their learning experience with a mix of face-to-face learning and online classes. In-class learning is mostly scheduled during weekend hours on Friday nights, Saturday mornings and Saturday afternoons. Hiram College also offers fully online courses and makes use of interactive video distance learning (IVDL).

## TEXTBOOK PURCHASE:

Partnership students purchase textbooks through the Hiram College Bookstore.

## PARALLEL

## LAKELAND PROGRAMS:

Lakeland's Associate of Arts or Associate of Applied Business Management degree programs will prepare students for the degree completion coursework through Hiram College. Coursework 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 semester hours of credit, which must include 45 semester hours of Hiram coursework.

## FINANCIAL AID INFO:

Financial Aid is available to eligible students who have completed their FAFSA. Students may complete their FAFSA at [fafsa.ed.gov](http://fafsa.ed.gov).

## CONTACT PERSON:

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