Business is the activity of creating and selling a product or service in order to make a profit. It is the root of the economy, and the basis of civilized society. No matter the industry, product or service, business professionals must be involved in every organization to analyze issues and provide solutions. Large corporations have many departments made up of specialists in the different areas of business, while employees at smaller companies may work in several areas. Either way, the same core skills and knowledge are required regardless of specialty: problem-solving, critical thinking, organizational structure, financial data analyzation, marketing and sales, written and verbal communication, and computer proficiency.

WHICH BUSINESS PROGRAM IS RIGHT FOR YOU?

As you search for the career path that will best suit your strengths and interests, consider how you would answer this question:

<table>
<thead>
<tr>
<th>If you answered:</th>
<th>Consider a career in:</th>
<th>Programs to review:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counting your profits</td>
<td>Accounting, finance, entrepreneurship</td>
<td>Bachelor’s in Accounting&lt;br&gt;Bachelor’s in Business Administration – Accounting&lt;br&gt;Diploma in Bookkeeping &amp; Payroll Accounting&lt;br&gt;Bachelor’s in Entrepreneurial Studies</td>
</tr>
<tr>
<td>Interacting with and helping the organization’s employees</td>
<td>Human resources, management</td>
<td>Bachelor’s in Human Resources Management&lt;br&gt;Bachelor’s or Associate in Business Administration</td>
</tr>
<tr>
<td>Pushing the envelope while staying within the law</td>
<td>Legal support, attorney/counsel</td>
<td>Bachelor’s in Legal Studies&lt;br&gt;Associate’s in Legal Assisting/Paralegal</td>
</tr>
<tr>
<td>Calling the shots</td>
<td>Management, entrepreneurship</td>
<td>Bachelor’s in Business Administration&lt;br&gt;Bachelor’s in Entrepreneurial Studies</td>
</tr>
<tr>
<td>Conducting research</td>
<td>Paralegal, legal support, marketing research</td>
<td>Bachelor’s in Legal Studies&lt;br&gt;Associate’s in Legal Assisting/Paralegal&lt;br&gt;Bachelor’s in Marketing&lt;br&gt;Bachelor’s in International Business</td>
</tr>
<tr>
<td>Selling a product or service</td>
<td>Marketing, sales, entrepreneurship</td>
<td>Bachelor’s or Associate in Business Administration&lt;br&gt;Bachelor’s in Entrepreneurial Studies&lt;br&gt;Bachelor’s in Marketing&lt;br&gt;Bachelor’s in International Business</td>
</tr>
<tr>
<td>Telling the world how great your company is</td>
<td>Public relations, management, marketing, entrepreneurship</td>
<td>Bachelor’s in Business Administration (any focus)&lt;br&gt;Bachelor’s in Entrepreneurial Studies&lt;br&gt;Bachelor’s in Marketing&lt;br&gt;Bachelor’s in International Business</td>
</tr>
<tr>
<td>Helping customers and meeting their needs</td>
<td>Customer service, account rep, entrepreneurship</td>
<td>Bachelor’s or Associate in Business Administration&lt;br&gt;Bachelor’s in Entrepreneurial Studies&lt;br&gt;Bachelor’s in Marketing</td>
</tr>
<tr>
<td>Developing new products</td>
<td>Product development, marketing</td>
<td>Bachelor’s in Business Administration (any focus)&lt;br&gt;Bachelor’s in Marketing</td>
</tr>
<tr>
<td>Traveling and meeting people</td>
<td>International marketing or sales</td>
<td>Bachelor’s in International Business&lt;br&gt;Bachelor’s in Marketing</td>
</tr>
</tbody>
</table>

WHATEVER YOUR ANSWER MAY BE, THERE’S DEFINITELY A PLACE IN THE BUSINESS FIELD FOR YOU!

The accompanying booklet will introduce you to the classes, skills, and topics covered in the different business degrees and give you an idea of the possible careers paths for each. Our Admissions Advisors are available and ready to answer your questions about these careers and the Herzing University Online programs and classes; call us toll-free at 1-866-508-0748.
Herzing University Online offers various accounting programs to accommodate your specific career goals. Classes are taught by instructors with real-life accounting experience, so you will learn the most relevant and up-to-date information affecting accounting professionals. This is especially important now that business scandals such as Enron have led to the creation of a heightened awareness and demand for ethical and reliable accounting practices.

Accounting

Accountants play a vital role in the world of business. They are responsible for keeping accurate public records and ensuring an organization’s taxes are paid correctly and on time. Daily duties include analysis & verification of financial data and communicating findings to management. Accountants who render services to individuals are often asked to not only prepare taxes but also act as financial advisors, creating personal budgets, managing investments and helping clients save for retirement.

Professionals can choose from several specialties that stem from four main types of accountants:

- **Public accountants** – Public accountants perform duties related to taxes, audits, financial reporting, fraud investigation, and advising on employee benefits and asset security. Most public accountants hold the Certified Public Accountant credential, and a large percentage run their own accounting firm or work for a public accounting firm that consults for businesses.

- **Management accountants** – This type of accountant records and analyzes financial data for their employer; they are often part of a strategic planning or new product development team to report on financial information that executives will then use to make important business decisions. Other responsibilities include cost and asset management, budgeting and financial analysis/reporting.

- **Government accountants & auditors** – These professionals work in the public sector and are employed by the government at the state, federal or local level. Accountants maintain and examine financial records for government agencies, and auditors conduct audits on businesses or individuals to make sure they are following regulations and paying taxes properly.

- **Internal auditors** – Internal auditors examine an organization’s financial records to check for accuracy, fraud, waste, and proper security/management of assets. They play a large role in evaluating the organization’s compliance with policies and efficiency in their operations. They may also work with technology managers to review and evaluate information systems.

**Bookkeeping & Payroll Accounting**

**Bookkeeping** - Bookkeepers record and organize day-to-day financial transactions and help the business understand what money is being taken in (sales, receipts) and what is going out (purchases, expense reimbursement, bills paid). They may also prepare charts and reports for upper management.

**Payroll accounting** - Employers pay out a very large sum of money for employee compensation. Payroll processors may keep track of financial logs that include employee bonuses, overtime pay, workers compensation tracking, maternity pay, tuition reimbursement, and many other scenarios in which a company pays out money on an employee’s behalf. They may also be responsible for timecard collection and attendance tracking.

**IS IT FOR YOU?**

For those who enjoy working with numbers and achieving 100% accuracy in their work, the field of accounting offers vast opportunities. Accountants and bookkeepers must quickly analyze and interpret data and have strong critical-thinking and reasoning skills. Professionals in this field should have at least a basic understanding of business and information systems and be familiar with standard accounting software programs. Strong communication skills are important, since accountants need to present numerical data both verbally and in written form to executives and clients.

**PROGRAM OUTLINES**

The two Bachelor’s programs below include courses on such accounting topics as:

- Finance
- Non-profit Accounting
- Auditing
- Governmental Accounting
- Taxation
- Managerial Accounting
- Payroll
- Cost Accounting

**BACHELOR OF SCIENCE IN ACCOUNTING**

This degree program incorporates foundation and upper-level business and management courses with a special concentration in Accounting. Graduates will be prepared for general business and accounting-related careers. A total of 123 credit hours are required for graduation.

**DIPLOMA IN BOOKKEEPING AND PAYROLL ACCOUNTING**

This two-semester diploma program provides students with an introductory understanding of accounting practices and the skills needed to set up and maintain basic accounting and payroll records. Courses include Payroll Accounting, Accounting I & II, Spreadsheets and Business Math, and 24 credit hours are required for graduation.

**GET CERTIFIED!**

Many accounting certifications are available – each specializing in a particular area – from a number of professional organizations. As a graduate of the Diploma program, you will immediately qualify for a number of certifications, including ADP Certified Payroll Specialist, Certified Public Bookkeeper and Fundamental Payroll Certification. As a Bachelor’s program graduate, you will qualify for certification as Certified Public Bookkeeper and Certified Payroll Professional. With additional study and work experience, you will be able to pursue the title of Certified Management Accountant (CMA), Certified Fraud Examiner (CFE), or Accredited Business Accountant (ABA), among others.
To build a successful career in the business world, professionals should possess a wide range of skills. To prepare our students, Herzing University incorporates the basic **How To’s of Business** into every Business Administration degree:

- How to set goals and check points in order to measure success and profitability
- How to read and evaluate financial and accounting data
- How to market and sell the product
- How to utilize technology within the business
- How to work within federal regulations and protect the business from law suits
- How to communicate effectively to colleagues and clients
- How to work within a team

For those interested in climbing the corporate ladder or launching their own business, the additional element of management is critical. Herzing University Online offers several different options for those looking to further their education in Business and Business Management. Each program incorporates the core courses required for successful entry into this field and adds additional courses as required by the level of education the student pursues.

**PROGRAM OUTLINES**

The following classes are required for completion of any of the four concentrations: Accounting I & II, Business Principles and Management, Business Law, and Principles of Microeconomics.

These courses are also required for completion of the Bachelor’s degree programs: Finance, Managerial Accounting, Human Resource Management, and Organizational Behavior.

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION WITH A CONCENTRATION IN BUSINESS MANAGEMENT**

Graduates of this 123-credit program will understand how a business functions, how to evaluate and maintain the productivity of a business, and how to manage and motivate the people who work in that organization.

**Required courses in the Business Management concentration:**
- Human Resource Management
- Strategic Management
- International Business

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION WITH NO DECLARED MINOR OR CONCENTRATION**

This 123-credit program is specifically designed for those students with a large accumulation of prior college credits who would like to graduate with a degree in business. It builds upon the classes transferred in by the student with foundation and upper-level business courses to ensure the student possesses a solid understanding of business.

**ASSOCIATE OF APPLIED SCIENCE IN BUSINESS ADMINISTRATION**

This program prepares graduates for entry-level positions in virtually any business-related position in any sector. Students learn the fundamentals of how business is conducted and the different areas that are required to maintain a successful business. A minimum of 62 credit hours is required for graduation.

**Required courses for the Associate:**
- Accounting

**Elective courses:**
- Marketing on the Internet
- Public Relations

Program content subject to change.

**CAREER PATHS**

Herzing Online’s Bachelor’s in Business Administration graduates recently took positions with titles such as: Business Analyst, Auditor, Accountant, Director, Restaurant Manager, Paralegal, Department Supervisor, Account Representative, Medical Office Manager, and Business Owner. A sample of companies Business Administration graduates are employed at include: Blue Cross/Blue Shield, Target, Coca-Cola Enterprises, AutoTrader.com, Terminex International, Covance, Solvay Pharmaceuticals, WyoTech, ProHealth Care, Inc. and John Deere.

“The professors bring real-life examples and real-life scenarios to the classes and to our conversations. They help us prepare for situations that we could possibly go through in the future.”

- Lynol Gauff
  Business Administration Grad

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Being your own boss can be extremely rewarding, but there’s a reason why many new businesses never celebrate their 1 year anniversary.

Statistics show that about a fifth of new businesses fail in each of the first 4 years.* The Herzing University Bachelor’s Degree in Entrepreneurial Studies can help you steer clear of common pitfalls and set you up for years of successful growth and profitability.

Owning a company combines all the different aspects of business: marketing, accounting, employee management, human resources, marketing, business law and production are just the tip of the entrepreneurial iceberg. To make sure your new company doesn’t sink, you’ll have to know enough about each of these areas to either take on the duties yourself, or know how to evaluate and hire others to do them for you.

IS IT FOR YOU?

Entrepreneurs invest a lot of time, money, energy and emotion into their business. Because of this, they must have a strong passion for their product or service and never lose sight of their ultimate goal. They must also be able to ride the ups and downs that will inevitably occur.

A degree in Entrepreneurial Studies might be a good fit for you if you:

- Wish to open your own business
- Look to run or grow an existing small company
- Seek a solid foundation in all areas of business

In addition, you should have or be willing to develop the following skills:

- Work comfortably on a computer
- Network professionally in order to promote your business
- Understand basic accounting and finance
- Enjoy working with people

If you are concerned about any of these skills, the Entrepreneurial Studies degree will help you identify if you should consider taking on a partner who can take over the areas you are less passionate about.

**SALARIES: $0 – ??**

Careers for graduates of the Entrepreneurial Studies degree vary greatly. Understanding the business aspect is just one part of running a business – the entrepreneur must also have a product or service that he or she believes in. While some students in this program already have work experience and wish to begin working for themselves, others choose this degree to learn how to get their skill or great invention into the public eye.

Regardless of your product or service, your business will only be what you make it. Without proper planning, preparation and management of your business, it’s possible to go from ‘the sky’s the limit’ to ‘the sky is falling’ in a very short time period. Those starting a business must be able to accept the high risk/high reward environment of entrepreneurship.

Opportunities for starting a new business are everywhere, and more and more people are becoming their own boss. Whether you have the perfect new product or are ready to provide a service as a consultant, the Herzing Entrepreneurial Studies degree will prepare you for taking those crucial first steps as well as maintaining and growing your business.

Even if you decide not to venture out on your own, the Entrepreneurial Studies degree will give you a solid foundation to begin a career in a variety of business areas. These include:

- Marketing
- Accounting
- Sales
- Management
- Human Resources

**POTENTIAL JOB TITLES:**

- Venture Capitalist
- Small Business Owner
- E-business Consultant
- Franchise Owner
- Business Law
- Principles of Marketing
- Organizational Behavior and Human Relations
- Principles of Microeconomics
- Database Applications

* U.S. Bureau of Labor Statistics
Human Resources Management is a dynamic career field that has evolved from a more behind-the-scenes position to working with company executives on strategic planning for maximizing employee performance, satisfaction and retention. This includes areas such as attracting the most qualified candidates, matching employees to jobs that best utilize their strengths, designing and maintaining employee compensation and benefits packages, creating/adhering to grievance procedures, and ensuring applicable labor laws are implemented properly.

There are many different specializations in the human resources realm, including staff training and development, labor relations, employee compensation and benefits, and recruiting. In smaller companies, a Human Resources Generalist or Manager may be responsible for handling most of the company’s HR functions. In larger companies, departments of specialists handle each individual area and are managed by a department manager who reports to the Director of Human Resources.

Employment, recruitment and placement – Professionals in this occupation are responsible for following federal regulations and internal policies when employees are hired and terminated. If the company has a very active recruitment initiative, a recruiter will travel often and maintain contacts with organizations that have desirable employees available for work (such as high schools, colleges and workforce development centers).

Compensation, benefits and job analysis – Specialists in this area of human resources may be in charge of determining the pay scale of occupations within the company, job descriptions, and/or the company’s benefits packages offered to employees. Workers in this group may also take an employee assistance role, offering advice and counseling to employees facing difficult personal or professional situations. As health care costs escalate, benefits specialists are often asked to shop different insurance companies in order to provide the best rate and package to employees. They may also be asked to find other benefits (such as additional retirement savings plans, tuition reimbursement or wellness programs) that can be added to the package to help attract top talent and keep employees satisfied while paying the higher health care costs.

Training and staff development – In order to maintain an efficient workforce, an organization must commit to training newly hired employees and developing staff. Most workers wish to become more efficient and effective in their current occupation and grow into upper-level positions, so staff training helps to build employee morale and loyalty as well as position a company for growth and profitability. The duties of a trainer can vary greatly depending on the organization; some trainers may need to develop online training programs and assessments/evaluations, some may teach classroom-style sessions, and others might simulate a typical day running a factory machine.

Employee relations – This specialist oversees industrial labor relations, union contract negotiations, and grievance procedures. Labor relations specialists must be very knowledgeable of federal labor laws and in-house labor relations policies. In addition, they may play the role of mediator or arbitrator during labor relations disputes.

Human Resources-related employment will grow at a much faster-than-average rate of 22% through 2018.

U.S. Department of Labor - Bureau of Labor Statistics

New graduates with a Bachelor’s degree focusing on Human Resources received starting offers around $45,170 annually.

2009 National Association of Colleges & Employers

PROGRAM OUTLINES

BACHELOR OF SCIENCE IN HUMAN RESOURCES MANAGEMENT*

A minimum of 123 semester credit hours is required for graduation: 75 hours of required courses, 37 hours of general education courses, 9 hours of electives, and 2 hours of personal development courses.

A few of the courses required for program completion:
- Organizational Change
- Intro to Human Resources Management
- Human Resources Information Systems
- Employment Law / Labor Relations
- Compensation and Benefits
- Training and Development
- Risk Management
- Strategic Staffing
- Accounting
- Finance
- Business Law
- Organizational Behavior and Human Relations

*Program content subject to change. Check with your local campus for any updates.

GET CERTIFIED!

As the need for specialized human resources professionals increases, employers seeking upper-level candidates prefer those who have a formal education with a human resources concentration and certification. Some of the more prominent certifications include:
- Certified Employee Benefits Specialist (CEBP)
- Certified Professional in Learning and Performance (CPLP)
- Professional in Human Resources (PHR) and Senior Professional in Human Resources (SPHR)

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International sales of products has become the norm, and because of it, more partnerships and satellite offices are being created overseas than ever before.

When it comes to business, our world is shrinking. With the world-wide adoption of the Internet, boundaries that used to contain business growth have been shattered, and opportunities now seem endless. The demand for professionals specializing in international business is higher than ever, and as more companies adopt the mantra of 'go global,' demand will continue to grow.

International Business combines two equally important aspects: the understanding of people, cultures, and how those cultures interact with others; and the principles, components and motivations of a business. To be properly prepared for a career of this specialization, professionals must have instruction in:

- Marketing and advertising principles, and how to apply them to different cultures
- Interpersonal communications, both direct (spoken and written) and indirect (subconscious)
- Recognizing potential barriers to operating within a foreign market and methods to overcome them
- International finance and banking
- International business laws
- Importing and exporting goods
- Identifying different business models around the globe
- Core components of a business

Herzing University offers several different options for those looking to further their education in the field of international business.

IS IT FOR YOU?
If you love to travel and meet new people, this career offers plenty of it. A career in International Business may be a good choice if you:

- Are interested in business
- Enjoy travel
- Can be away from home often or for extended periods of time
- Like learning about people and cultures
- Have very strong communication skills
- Are open-minded and not judgmental of people's beliefs

CAREERS

Foreign Service Officer/Diplomat
This group of workers is employed by the U.S. government to live abroad and help protect the interests and the citizens of the U.S., promoting peace and cooperation with their country of residence. Entry into this field is competitive, and those interested must pass the Foreign Service Officer Test and agree to live anywhere in the world. According to the U.S. Department of Affairs, there are five different career tracks for diplomats:

Management Officers - run U.S. embassies and make diplomacy work
Consular Officers - protect Americans abroad and strengthen U.S. border security
Economic Officers - promote U.S. economic and trade interests abroad
Political Officers - interpret events and situations related to U.S. interests
Public Diplomacy Officers - broaden understanding of American values and policies

International Account Representative
This position is responsible for cultivating and maintaining relationships with overseas clients. Compensation may include sales bonuses and is usually higher than other sales positions because of the extensive travel typically required.

International Marketing/Sales Analyst
This position conducts market research to determine which areas overseas might provide good opportunity for the sale of a company’s product or service. Once they are identified, the analysts will do additional research to find out how to sell that product successfully in the new market.

International Mergers & Acquisitions Specialist
When a company is looking to partner with or purchase an existing company abroad, the mergers and acquisitions specialist will seek out potential businesses and markets that would be conducive to the company’s goals. This includes identifying the best opportunities, geographic, cultural, and political location for the company to expand and researching the prospective businesses’ financials, internal culture and reputation.

International Product Manager
Whereas international account reps focus on client relationships, product managers concentrate more on the product and product development. They take ownership of a specific product or product line and typically help to design, enhance, market, sell, and get customer feedback about the product.

Import/Export Agent
Also referred to as Brokers, this career bridges the gap between the producer and retailer(s) of that product. Import/export agents work with a manufacturer from one country to buy a product wholesale, often receiving a volume discount for buying a large quantity. They then resell it to companies in another country. Whichever country, culture, or area of business is most interesting to you, there’s a career for you in International Business.
The Herzing University Online Legal Studies degree programs introduce students to various aspects of the law and how it is practiced in the United States. Law topics include civil litigation, wills and estate, bankruptcy, environmental, property, intellectual property, family and tort, legal research, legal writing and business law.

**WHAT IS LEGAL ASSISTING/PARALEGAL?**
Legal assisting and paralegal are actually the same profession; some geographical areas prefer one title over the other. In either case, the field is seeing rapid growth as employers continue to cut operating costs by shifting duties away from lawyers to qualified legal assistants.

The duties of a paralegal/legal assistant include assisting the lawyer with research, brief preparation, and other legal office administration, but do not include practicing law, advising clients, or setting fees since paralegals may not provide legal services directly to the public except as permitted by law. Other duties include: preparing legal arguments, pleas or court motions; obtaining affidavits; assisting lawyers during trials; interviewing participating parties; investigating relevant laws; and assisting with contract creation, negotiations and closings. In addition, legal assistants may help the lawyer prepare tax returns, establish wills and trust funds, and file separation and divorce documents.

**PROGRAM OUTLINES**

**ASSOCIATE OF SCIENCE IN LEGAL ASSISTING/PARALEGAL***
This program prepares students for paralegal or legal assistant roles. In addition to learning about different types of law, students are also taught how to conduct legal research and prepare legal documents.

A minimum of 63 semester credit hours is required for graduation: 28 hours of required courses, 21 hours of general education courses, 12 hours of electives, and 2 hours of personal development courses. Students must also demonstrate a keyboarding speed of at least 40 words per minute by the end of their program.

**A few of the classes required for completion of the Associate degree:**
- Business Law
- Legal Research
- Legal Writing
- Intro to Legal Assisting
- Family and Tort Law
- Law Office Procedures

**BACHELOR OF SCIENCE IN LEGAL STUDIES***
This program is for those wanting a more advanced understanding of law than the Associate degree provides. It also incorporates core business courses to provide a solid background in business administration. Graduates will be prepared for careers in legal administration, business and management training positions; this degree is also ideal for those wishing to continue on to law school.

A minimum of 123 semester credit hours is required for graduation: 52 hours of required courses, 33 hours of general education courses, 39 hours of transfer/electives, and 2 hours of personal development courses.

**A few of the classes required for completion of the Bachelor degree:**
- Organizational Behavior and Human Relations
- Advanced Legal Research
- Legal Office Administration
- Family & Tort Law
- Wills, Estates & Bankruptcy
- Law Office Procedures
- Civil Litigation
- Criminal Law

**Electives include:**
- PACE Registered Paralegal (RP)
- Professional Paralegal (PP)
- American Alliance Certified Paralegal (AACP)
- Certified Paralegal (CP)
- Certified Legal Assistant (CLA)

*Note: The Associate of Science in Legal Assisting/Paralegal and the Bachelor of Science in Legal Studies are approved by the American Bar Association at only the New Orleans Campus location of Herzing University.*

**CAREER PATHS**
All paralegals assist lawyers with the creation of legal documents and conduct research on laws, court cases and contracts, but some duties vary depending on the employer. Those with little or no prior experience will typically perform routine tasks, taking on more varied tasks after gaining the appropriate experience.

**Public sector paralegals** - Those employed at the community level of government agencies may assist with projects that help people who otherwise could not afford legal services. If working in litigation, the paralegal may assist with file maintenance, policy research, the preparation of explanatory documents about regulations and policy relating to that agency, and compiling data for agency hearings.

**Private sector paralegals** - Legal assistants working for law firms or corporations often assist on employee benefits plans, shareholder agreements, financial reporting, and government labor regulations.

**Freelance paralegals** - In some states, paralegals are able to freelance for lawyers, law firms or legal departments. They may work in a specialty area of the law or provide general assistance on exceptionally large or short-deadline projects.

**Paralegal & Legal Assistant employment will grow at the much faster-than-average rate of 28% through 2018.***

**U.S. Department of Labor - Bureau of Labor Statistics**

**GET CERTIFIED!**
Graduates of the Herzing University Online Legal Studies degree programs will have met the educational requirement for the following certification opportunities:

- Certified Legal Assistant (CLA)
- Certified Paralegal (CP)
- American Alliance Certified Paralegal (AACP)
- Professional Paralegal (PP)
- PACE Registered Paralegal (RP)
If you’re creative and have good business sense, a marketing career might be for you.

Marketing is everywhere. No matter where you turn, you see it – that ad in the newspaper, TV commercial, jingle on the radio, grocery store poster, bumper sticker, email ad, and web site are all created as part of a marketing campaign intended to do one thing: compel you to buy a product. A career in marketing combines the elements of business, sales and consumer behavior. More than just simply ‘getting a product out there,’ marketing in today’s economy means getting the right product out to the right people using the right methods, and then measuring how successfully this was done.

To prepare for a career that utilizes both technical know-how and the understanding of consumer-buying motivations, the Herzing Bachelor’s in Marketing degree includes instruction on the following:

- Analyzing data to determine which marketing methods are most effective
- Understanding the different avenues a product/service can be advertised
- Recognizing why people choose to buy one product over another
- Effectively communicating with different types of people
- Conducting marketing research
- Identifying the target audience
- The art of sales

Herzing University offers several different options for those looking to further their education in the field of international business.

IS IT FOR YOU?
A career in marketing might be for you if you:

- Enjoy working with people
- Can interpret and analyze data
- Seek a career that requires creativity
- Are competitive and want a challenging career with opportunities for growth

CAREERS

Advertising Sales
Also referred to as Account Executives, these individuals seek out businesses to purchase advertising space with their company. They typically work for a radio or TV station, newspaper, magazine, or Internet publisher. Sales can be conducted by phone or in person, which may include traveling and socializing with potential ad space buyers. Professionals in this area usually work on a base salary plus commission, and overall earnings can be very good. Demand for Advertising Sales Agents is expected to increase by 20% through 2016.

Media Planning
Media planning identifies where the product should be advertised, based on who is likely to buy the product. For example, Oscar Mayer might advertise their kid-targeted Lunchables product on a billboard at a little league field since they know parents of children will be there to see it, and children will be reminded to ask their parents to buy it. It may be the Media Planner’s duty to purchase advertising spots. Like other careers in marketing, this area of employment will also continue to grow.

Market Research Analysts
The main purpose of marketing is to sell a product. To determine if the product will sell, how and where to advertise the product, and what might motivate people to buy the product, marketing research must be done. After the product has been introduced, marketers must do more research to find out what worked... and what didn’t. By analyzing those answers, marketers will be better prepared for their next product launch. The demand for qualified Market Research Analysts is expected to grow at the high rate of 20% through 2016.

Public Relations
This marketing area of expertise is expected to grow 18% through 2016. PR professionals are the spokespersons for their companies. They are in charge of getting the word out to the public about a product, company, event or news item. They are also responsible for making sure the correct message is getting across and managing the public perception of the product and company.

Survey Researchers
Whereas Marketing Research Analyst sort through all types of data, Survey Researchers focus solely on designing and conducting surveys. Companies in all types of industries use surveys to find out if their customers are satisfied with a product and the experiences they’ve had with that company. Survey Researchers must determine how to best reach the group they wish to question, and what will entice that group to respond (and respond honestly). They may use mail, phone, internet or in-person survey techniques.

Source: U.S. Bureau of Labor Statistics
Hopefully this guide has given you a better idea of what careers are available in business. The next step: decide which one is best for you, and then go for it!

NOT SURE YET WHICH CAREER PATH IS RIGHT FOR YOU?

Our Admissions Advisors can provide you with more detailed information on the positions described in this booklet. Your Advisor can also offer career counseling to help determine which avenue will help you reach your professional goals and provide the greatest job satisfaction.

CHOOSING THE RIGHT SCHOOL

Once you have a career in mind, choose a school that will prepare you for success! Things you’ll want to consider:

- **Course schedule** – is it flexible enough to work with your other responsibilities?
- **Curriculum** – will the course instruction adequately prepare you for entering the field at graduation?
- **Student support** – will you have easy access to your instructors? Will you receive help when you have questions?
- **Career services** – how will the school help you land that first job? What percent of new graduates find work in their field?
- **Accreditation** – is the school properly accredited so your degree or diploma will have meaning to employers?

The school you select will affect your future, so be sure to take your time, ask questions, and choose the school that will help you stand out to prospective employers.

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Herzing bachelor’s degree students and alumni

1. A master’s degree have three ways to save time and money with the Herzing University online MBA!

Students enrolled in a Herzing University bachelor’s degree program who are interested in pursuing
MBA - Health Care Management • MBA - Business Management
Master of Business Administration • MBA - Technology Management
help you wow your potential or current employer.
and we will coach you on résumé writing, interviewing, and negotiation techniques that will
Services department has established relationships with employers across the United States,
preparing them for employment or promotion in their field upon graduation. Our Career
The primary focus of Herzing University is the success of our students, and that means
preparing them for employment or promotion in their field upon graduation. Our Career
Services department has established relationships with employers across the United States,
and we will coach you on résumé writing, interviewing, and negotiation techniques that will
help you wow your potential or current employer.

2. GRADUATE DEGREES

Master of Business Administration • MBA - Technology Management
MBA - Health Care Management • MBA - Business Management
Students enrolled in a Herzing University bachelor’s degree program who are interested in pursuing
a master’s degree have three ways to save time and money with the Herzing University online MBA!

1. Dual enrollment – This program allows current bachelor’s degree students the opportunity to
exchange two business (BU) or open elective courses for two MBA courses during their senior year.

2. Course exemption – Those students enrolled in a Herzing University business or
management-oriented bachelor’s degree program may exempt the MBA prerequisite
course, MBA 500 Business Fundamentals.

3. Herzing bachelor’s degree students and alumni receive a 15% tuition discount on their
master’s degree courses!

CALL AN ADMISSIONS ADVISOR TOLL-FREE AT
1-866-508-0748 ext. 832
to learn more!

www.HerzingOnline.edu ■ admissions@onl.herzing.edu

Herzing University is accredited by the Higher Learning Commission and is a member of
the North Central Association. The Higher Learning Commission can be contacted at
www.ncahlc.org or 800.621.7440.