



ROCHESTER
UNIVERSITY

**BUSINESS &
MASS COMMUNICATION**



DEGREE OPTIONS

ACCOUNTING

INFORMATION SYSTEMS— PROGRAMMING*

MANAGEMENT

MASS COMMUNICATION

TRACKS AVAILABLE IN
Broadcast Media Arts • Digital Media Arts • Graphic Design
Journalism • Public Relations

SOCIAL ENTREPRENEURSHIP

SPORTS MANAGEMENT

*TARGET START DATE: FALL 2020

PROGRAM HIGHLIGHTS

- **Accounting**
*Cost Accounting, Auditing, Taxation,
Government and Not-for-Profit Accounting*
- **Information Systems—Programming**
*Web Technologies, Security Foundations,
Object-Oriented Programming, Systems Analysis & Design,
Software Development—Agile Project Management*
- **Management**
*Human Resource Management, Risk Management,
Organizational Behavior, Integrated Marketing Communication*
- **Mass Communication**
*Media Writing, Media and Society,
Digital Media Strategies, Digital Photography,
Video Storytelling, PR Media Techniques*
- **Social Entrepreneurship**
*Small Business and Entrepreneurship, Sustainable Community
Development, Case Studies in Social Entrepreneurship,
Nonprofit Management*
- **Sports Management**
*Managing Sports Organizations, Recreation Management,
Sports Marketing, Facility and Event Management*

THE RU ADVANTAGE

We manage. We create. We lead.

As you begin your studies at RU, you will start making connections between your past experiences and present opportunities for the purpose of discovering and shaping your identity. Throughout your academic journey, you will continually engage with the world around you and create a plan to use your experiences, knowledge and skills to discover and develop pathways to purpose and meaning. As a student at RU, you will be introduced to the story of God in order to reflect on how you can participate in God's mission in the world. As you approach graduation, you will apply your accumulated knowledge and experiences to a specific project and share the results with RU's academic community. The result of this work is well-educated and compassionate graduates who can change their lives and the world for the better.

ACCOUNTING A BBA in accounting offers you diverse vocational opportunities in the public, corporate and private sectors. In the accounting program, you will learn to interpret numbers to direct an institution's organizational strategy. Your varied coursework in accounting, management, ethics and values will help you serve your organization as a trusted adviser. You will develop leadership and business skills through a combination of professional development opportunities, mentoring, volunteerism, internships and apprenticeships.

INFORMATION SYSTEMS—PROGRAMMING This program will prepare you to work as part of a team in a variety of software development roles. You will be equipped with a solid foundation in computer science, information systems and business. During the program, you will participate in Agile and pair programming methodologies and test-driven development.

MANAGEMENT A BBA in management provides you with a broad-based education to prepare you for service in a variety of business roles. You'll develop leadership attributes, critical thinking skills and savvy communication smarts to help you grow in your vocation. We prioritize student-centered learning with an emphasis on strengths-based professional development and experiential and service learning opportunities. When you graduate, these skills and experiences will take you from the classroom to the real world.

MASS COMMUNICATION In an increasingly diverse society, understanding the tools to construct relevant media messages is vital. A Bachelor of Science degree in mass communication at RU will prepare you to become a media professional who exhibits ethical and faith-based approaches to your work, making a positive impact on our society. Employers are looking for graduates with practical experience and with the interpersonal communication, writing and technical skills you will refine as a mass communication major. You will have the opportunity to obtain a portfolio of relevant industry work by working with our student-led Shield Media and through a media internship.

SOCIAL ENTREPRENEURSHIP Our BBA degree in social entrepreneurship focuses on preparing you to explore innovations within the context of servant leadership and community improvement. An important feature of this degree is the high level of student-to-faculty interaction and RU's partnership with dozens of local non-profit, government and for-profit organizations that provide you with opportunities to develop relationships through class-based field work and internships.

SPORTS MANAGEMENT All areas of sports, including commercial, professional, intercollegiate and interscholastic, have to be run like a business. RU's BBA in sports management blends coursework in both sports management and business, along with hands-on internship experience, to prepare you for a career as an effective and knowledgeable leader in one of the largest and fastest-growing industries in the country. Our location is also an asset when it comes to immersing yourself in this competitive industry. Southeast Michigan's sports market is home to teams in all four major leagues, recreation departments at countless sports facilities, and more than 20 educational institutions with intercollegiate athletic departments.

average
CLASS
SIZE of

12

86% OF GRADUATES

were employed, enrolled in graduate school, or engaged in an internship within 6 months of graduation

CNN's Money Magazine recognized Rochester as one of the top places to live and the very

**BEST IN all
of MICHIGAN!**

1,098

STUDENTS
from 19 states and 10 nations

Rochester Hills has been named one of the
100 SAFEST CITIES IN THE US

OUR CAMPUS IS 83 PRISTINE ACRES

*LOCATED A SHORT WALK FROM DOWNTOWN ROCHESTER
-and no more than 30 miles from-*

MUSEUMS · MARKETS · MALLS · CONCERTS

PRO SPORTS · THE AUTOMOTIVE SCENE · OUTDOOR ADVENTURE

FOOD TRUCKS · FINE DINING · WORLD CLASS ENTERTAINMENT

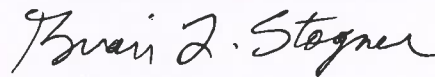
NATURAL BEAUTY, AND ALL KINDS OF OTHER FUN TO DISCOVER

We see you as a person created in the image of God. You're not just a name on a class roster or a number on an assessment report. You are a human being who belongs here!

We want you to come to RU to start discovering your life purpose and to envision how that purpose unfolds in your work life. Then, as you continue in these pursuits, we hope you will explore how all of those discoveries coincide with what God is doing in the world. We'll help you take your gifts and capabilities and use them productively for yourself and for your future. Equally important, we want you to use your degree to positively impact lives, communities and the world.

This approach to your future can also be described as "vocation." I encourage you to start thinking "vocation" in addition to "career." Why? Because employers are looking for individuals who have this holistic vision and who bring big-picture thinking and integrity to the workplace—every day.

Thus, our ultimate goal is to set you on a path where you have a vocation that allows you to support yourself and your family, brings positive energy to the workforce, and helps improve our world.



DR. BRIAN STOGNER, President



ALUMNI PROFILE

JON HORST

General Manager, Milwaukee Bucks

At 34 years old, Jon Horst ('06) became the youngest general manager in the NBA when he was promoted from within the Milwaukee Bucks franchise to lead the team into the future. Horst got his start in the world of professional sports by interning with the Detroit Pistons during his time at RU. A former sports management major and Warrior athlete, Horst says the university's location allowed him to begin building a network of contacts within the sports industry early on in his academic career.

*"I am extremely
blessed, proud and
thankful for my time
at Rochester University."*



ALUMNI PROFILE

RACHEL TAYLOR

Project Manager, Jesus Culture

During her time at Rochester University, Rachel served as an editor for *Shield*, RU's student media, and as a social media manager for a local non-profit, *Missions.Me*. In her role at Jesus Culture in Sacramento, California, Rachel helps the JC creative team manage projects for the local church, podcast network and global events. As a project manager, she's the last set of eyes before something is presented or projected, meaning her eye for detail and editing skills have to be top-notch. Rachel says the mass communication program at RU helped fine-tune these skills, in addition to equipping her to think critically, work with a team, and solve problems with creative and effective solutions.



FACULTY



DANETTE CAGNET
 Director—School of Business
 Associate Professor of Business
 B.B.A., Harding University
 M.B.A., Harding University

CAROL COOPER
 Chair—Department of Mass Communication
 Associate Professor of Mass Communication
 B.A., University of London
 M.A., University of London
 Ph.D., Loughborough University

DAVID HUTSON
 Associate Professor of Sports Management
 B.A., Harding University
 M.A., Wayne State University

LORA HUTSON
 Associate Professor of Mass Communication
 B.S., Oklahoma Christian University
 M.A., Abilene Christian University

JOSEPH REDDICK
 Professor of Business
 B.B.A., University of Hawaii
 M.B.A., Wayland Baptist University
 D.B.A., Nova Southeastern University
 Certified Public Accountant

KATHERINE STOKES
 Assistant Professor of Business
 B.A., Michigan State University
 M.S., Michigan State University
 Certified Public Accountant

JAYMES VETTRAINO
 Assistant Professor of Entrepreneurship
 Director—Center for Social Engagement
 B.A., Michigan State University
 M.B.A., Lehigh University

A DEGREE IS JUST THE BEGINNING.

These career paths are some of the ways you can use your degree to start positively impacting lives, communities and the world.

ACCOUNTING

Corporate, payroll or cost accountant. Internal auditor.
 Tax professional. Accounting clerk. Comptroller.
 Budget analyst. Certified financial planner. Financial analyst.

INFORMATION SYSTEMS— PROGRAMMING

Computer Programmer. Software Developer. Network &
 Computer Systems Administrator. Computer Network
 Architect. Computer Systems Analyst.

MANAGEMENT

Account manager. Sales representative.
 Human resource specialist. Small business owner.
 Marketing representative. Retail manager.
 Production manager. Management analyst.

MASS COMMUNICATION

Writer/editor and copywriter for media and corporations.
 PR specialist for businesses and nonprofits.
 Social media coordinator for companies and organizations.
 Graphic artist for agencies, media outlets and businesses.
 Video or audio editor for media.

SOCIAL ENTREPRENEURSHIP

Social and community service manager for nonprofit
 organizations, private for-profit social service companies
 and government agencies.

SPORTS MANAGEMENT

Professional, intercollegiate and high school sports
 administration. Fitness center and recreation management.
 Sports marketing and promotions. Sports facility ownership
 and management. Sporting goods sales and management.

WARRIORS AT WORK

INSIDE SALES ACCOUNT EXECUTIVE • MARKETING
 COMMUNICATION SPECIALIST • VIDEOGRAPHER/EDITOR
RYAN GAILBREATH '09
 B.B.A., Accounting Reimbursement Analyst, ProMedica
 CONFIRMATE FINANCE TAX ACCOUNTANT
 JUNIOR PRODUCER COPYWRITER
 ACCOUNT EXECUTIVE
ROBERT EKREM '13
 B.B.A., Management
 Category Manager, NorgesGruppen
 SENIOR GRAPHIC DESIGNER
 SOCIAL MEDIA MANAGER
 PURCHASE BANKER • REPORTER • AUDIT ASSOCIATE
 PROMOTIONS ASSISTANT • CAMPAIGN MANAGER
 SENIOR PR ASSOCIATE • MISSIONARY JOURNALIST
LINDSEY BASLOCK '15
 B.S., Mass Communication—Public Relations
 Project Management Specialist, Gulfstream Aerospace
 FINANCIAL ANALYST
 STAFF
 WRITER • EXECUTIVE BUSINESS MANAGER • ENTERPRISE
 SUCCESS SPECIALIST • ACCOUNTS PAYABLE ANALYST
 CONTRACT SPECIALIST • DIRECTOR OF DEVELOPMENT
 SENIOR ART DIRECTOR
 MARKETING & MEDIA
 MANAGER • STAFFING
 CONSULTANT • CPA
ANGELICA WEIDMAN '16
 M.B.A., Social Entrepreneurship
 Housing Operations Assistant
 Petra Community Housing

take the next step

APPLY ONLINE AT ROCHESTERU.EDU/APPLY

» Visit RochesterU.edu/costcalc for an estimate on the cost of attending RU and your possible financial aid.

CONTACT US

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