

MARKETING, MANAGEMENT & LEADERSHIP

The School of Business (LSB) is committed to La Salle University's principle that all knowledge is practical and empowering, filled with the ability to transform lives. By integrating liberal arts with professional studies, we strive to mold our students into future, results-driven business leaders. Our curriculum and faculty scholarship are predicated upon experiential and engaged learning with an emphasis on fostering curiosity, critical thinking, innovation, and social responsibility. LSB graduates will promote effective, accountable, and inclusive organizations that honor just and equitable practices with a global perspective.

• Departmental goals

- Goals for International Business Major:
 - to promote the understanding of the nature of international business (explain how international factors affect domestic concerns, explain regional economic and political integration, explain the main institutions that shape the global marketplace, explain business expansions abroad, explain the key legal and political issues related to conducting business in other countries),
 - to demonstrate developed global perspectives (cognitive knowledge of global issues, interpersonal skills with individuals from various cultures, social responsibility awareness on global issues).
- Goals for Management and Leadership Major:
 - build effective influence skills (e.g., upward influence, persuasive presentation, coaching, and negotiation)
 - gain effective supervisory skills (e.g., design and conduct employment interviews, assess performance, and conduct performance feedback sessions)
 - demonstrate effective skills in team settings (e.g., facilitate discussion, tactfully challenge others)
- Goals for the Marketing Major:
 - Our graduates will be able to understand the central role and contribution of marketing in creating value in both for-profit and nonprofit enterprises.
 - Our graduates will be able to understand the key elements of buyer behavior and the selling process in formulating a professional sales presentation.
 - Our graduates will be able to design and implement marketing research studies utilizing both qualitative and quantitative approaches, including the use of statistical packages such as SPSS for data analysis and interpretation.
 - Our graduates will be able to develop and implement marketing strategies using key concepts, such as segmentation, targeting, positioning, branding and buyer behavior.

Majors

- Business Administration, BSBA (Non-Traditional/Evening) (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/business-administration-bsba-non-traditional-evening/>)
- Business Administration, BSBA (Traditional/Day) (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/business-administration-bsba/>)

- International Business, BSBA (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/international-business-bsba/>)
- Management and Leadership, BSBA (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/management-leadership-bsba/>)
- Marketing, BSBA (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/marketing-bsba/>)
- Sport Management, BSBA (https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/sport_management-bsba/)

Minors

- Business Administration, Minor (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/business-administration-bsba/business-administration-minor/>)
- Digital Marketing, Minor (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/digital-marketing-minor/>)
- Entrepreneurship, Minor (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/entrepreneurship-minor/>)
- Management and Leadership, Minor (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/management-leadership-minor/>)
- Marketing, Minor (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/marketing-bsba/marketing-minor/>)
- Medical Sales, Minor (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/medica-sales-minor/>)
- Sport Management, Minor (<https://catalog.lasalle.edu/undergraduate/business/mangement-marketing-leadership/sport-management-minor/>)

Location/Contact Information

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Associate Professor: Chia; Pierce; Reardon

Assistant Professor: Coyle; DiPietro; Pizzo

Instructor: Blohm