Who We Are:
The Manning School of Business at the University of Massachusetts Lowell has a long history of educating business leaders. Through programs in accounting, entrepreneurship, finance, international business, management, management information systems, marketing and supply chain and operations management we provide students with the broad range of skills necessary for success.

Our Mission:
The Manning School of Business delivers exceptional teaching, learning and research experiences in our Bachelor’s, Master’s and Ph.D. programs that prepare our graduates for the competitive global business environment.

My career is accelerating thanks to my UML experience. I entered the program not sure of my goals, but quickly found my path to success. The faculty and staff provided me direction and offered me knowledge, experience, and insights I would not have gained at another school. The program was not easy, but provided me with skills that will serve me well. UML exceeded my expectations and gave me the edge I needed for a successful career in high technology.

— Elizabeth Driscoll,
Business Development Manager, Oracle

“I visited the campus and it was everything I was looking for in a college experience. What surprised me most... has been the high quality of education here and how much the instructors expect from you. I really feel that I am getting the best education possible.”

— Andy Hwang
Marketing Major

“I chose UMass Lowell because of its high level of accreditation and the expanding Manning School of Business. It truly was the best opportunity. All of the professors are friendly and helpful and really care about every student.”

— Amanda McDonald,
Marketing Concentrator
WHY STUDY BUSINESS AT U.MASS LOWELL?

Accreditation
The Manning School of Business is fully accredited by the Association to Advance Collegiate Schools of Business, International (AACSB).

As of 2012 only 648 institutions in 43 countries worldwide are accredited by the AACSB.

Faculty
Our professors are committed to excellence in teaching and research, and bring substantial business experience to the classroom.

Facilities
The University provides top-notch facilities to support the success of business students. These include:

- The new “Pulichino Tong Business Building” that is slated for construction in 2014!

- Two new residential halls are also under way. University Suites, on East Campus, broke ground in April and is set to open in the fall of 2013, providing housing for 472 students in four- and six-bed suites.

- The two major new research and academic buildings — the Emerging Technologies and Innovation Center (ETIC) on North Campus and the Health and Social Sciences Building (HSSB) on South.

- The new North Campus parking garage, which will add 550 parking spaces to the North Campus inventory!

MARKETING CONCENTRATION

Marketing is one of the most dynamic and important functions in any organization and it offers career opportunities for a wide variety of skill sets. The Marketing Concentration will prepare you for careers in brand management, advertising, sales, market research, public relations, sustainable and socially responsible marketing, consulting, retailing, as well as developing your own entrepreneurial ventures.

Marketing concentration coursework will help you:

- Develop and sharpen your skills in understanding consumer and organizational buying patterns.

- Learn the concepts and methods used for developing successful marketing strategies in a global economy.

- Gain practical experience in the application of key marketing concepts and methods through a hands-on approach in the classroom as well as the numerous internships available in this field.

Marketing is your choice if you:

- Want to be among the highest paid undergraduate degree holders.

- Aspire to be in one of the best routes to top management in any organization.

- Are seeking an exciting career that promises many dynamic professional opportunities.

- Are interested in a Concentration that works!

The courses you would take include: Marketing Principles, International Marketing, Marketing Strategy and Tactics, Marketing Research, Sales and Customer Relations, Retailing, Developing and Marketing New Products and Services, and Social Media Marketing.

ACADEMIC AND CAREER SUPPORT

Living-Learning Communities
Thinking of owning your own company someday? Do you like people and organizations? If you do then the Business Exchange freshmen living-learning community may be for you! This community is dedicated to the study, advancement and success of future business leaders.

Cooperative Education
There are many great reasons to participate in our cooperative education program: to explore a career field, to build a professional network, to gain new skills, and to make yourself more marketable for a good job. Our students have been on co-op assignments at: Putnam Investments, Lowell Bank, Frito Lay, John Hancock, Teradyne, MFS Investment Management, DCU, and Fastenal just to name a few.

Study-Abroad Opportunities
Dream it, plan it, live it! In this global economy, all students should take advantage of the opportunities that studying abroad can offer them — a chance to experience another culture, travel, meet people from all over the world and possibly learn another language. UMass Lowell students have studied in more than 23 countries.

The Commonwealth Honors Program
Our Commonwealth Honors Program welcomes students who are able to thrive in a reading, writing, and research oriented environment and who want to be encouraged and challenged by their peers and our Honors Faculty.

www.uml.edu/management