



*School of*  
**BUSINESS &  
PROFESSIONAL  
STUDIES**

**ACCOUNTING**

**MANAGEMENT\***

**MASS COMMUNICATION\***

TRACKS ARE AVAILABLE IN  
Broadcast Media • Graphic Design • Journalism  
Public Relations • Media and Communication Arts

**SOCIAL ENTREPRENEURSHIP**

**SPORTS MANAGEMENT**

**STRATEGIC LEADERSHIP\*\***

\*accelerated degree offering

\*\*offered in accelerated format ONLY

## THE RC ADVANTAGE

*We manage. We create. We lead.*

What makes us different? Our courses are taught from a value-oriented perspective as we prepare you for a life of service and success in all areas. We offer challenging and innovative programs to complement a liberal arts education in an environment that reflects Christian principles, high morals and ethical standards. Our focus is on social engagement and excellence in the classroom. Our faculty incorporate discussions and activities to help you gain the professional skills and knowledge you need, while also incorporating ethical and global awareness.

**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.

**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 RC 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 RC'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. RC'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.

**STRATEGIC LEADERSHIP** A BBA in strategic leadership provides you with knowledge and understanding to launch your career in the business world. Whether with a large or small, private, public, non-profit, corporate, government or community organization, you will be well-versed in the theoretical foundations and practical behaviors and processes that promote positive leadership and organizational growth.

## Course Highlights

- **Accounting**  
*Cost Accounting, Auditing, Taxation, Government and Not-for-Profit Accounting*
- **Management**  
*Human Resource Management, Risk Management, Organizational Behavior, Integrated Marketing Communications*
- **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, Legal Aspects of Sports*
- **Strategic Leadership**  
*Conflict Management and Negotiation, Leadership in a Diverse World, Strategic Change and Leadership, Leadership of Teams*

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!**

1,172

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

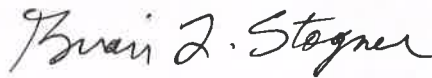
**NATURAL BEAUTY, AND ALL KINDS OF OTHER FUN TO DISCOVER**

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 RC 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 RC. A former sports management major and Warrior athlete, Horst says the college's location allowed him to begin building a network of contacts within the sports industry early on in his academic career.



ALUMNI PROFILE

**RACHEL TAYLOR**

Project Manager, Jesus Culture

During her time at Rochester College, Rachel served as an editor for *Shield*, RC'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 RC 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.

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



## FACULTY

### DANETTE CAGNET

Director—School of Business and Professional Studies

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

## YOUR 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.

### 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.

### STRATEGIC LEADERSHIP

Leadership careers in the public,

private and nonprofit sectors.

**warriors AT WORK**

INSIDE SALES ACCOUNT EXECUTIVE MARKETING  
COMMUNICATION SPECIALIST VIDEOGRAPHER/EDITOR

**RYAN GAILBREATH '09**  
B.B.A., Accounting Reimbursement Analyst, ProMedica

CRYPTOLOGIC LINGUIST CORPORATE FINANCE TAX  
ACCOUNTANT JUNIOR PRODUCER COPYWRITER  
EXECUTIVE

**ROBERT EKREM '13**  
B.B.A., Management  
Category Manager, NorgesGruppen

SENIOR GRAPHIC DESIGNER  
SOCIAL MEDIA MANAGER

PURCHASE BAKER REPORTER AUDIT ASSOCIATE  
PROMOTIONS ASSISTANT CAMPAIGN MANAGER  
JUNIOR PR ASSOCIATE MISSIONARY JOURNALIST

**LINDSEY BASLOCK '15**  
B.S., Mass Communication—Public Relations track  
Project Management Specialist, Gulfstream Aerospace

FINANCIAL  
ANALYST  
S T A F F

NETWRK EXECUTIVE BUSINESS MANAGER ENTREPRENEUR  
SUCCESS SPECIALIST ACCOUNTS PAYABLE ANALYST  
CONTRACT SPECIALIST DIRECTOR OF DEVELOPMENT  
SENIORITY DIRECTOR

**ANGELICA WEIDMAN '16**  
B.B.A., Social Entrepreneurship  
Housing Operations Assistant  
Petra Community Housing

MARKETING & MEDIA  
MANAGER STAFFING  
CONSULTANT - CTA

# take the next step

APPLY ONLINE AT [RC.EDU/APPLY](http://RC.EDU/APPLY)

» Visit [rc.edu/costcalc](http://rc.edu/costcalc) for an estimate on the cost of attending RC and your possible financial aid.

## CONTACT US

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