



WE POWER **BUSINESS**

MERCER
UNIVERSITY
SCHOOL OF BUSINESS

WE POWER BUSINESS

WE'VE GOT THE RÉSUMÉS TO PROVE IT

At Mercer, our job is to help you do your job in the best way possible. We'll help you power a career that will take you in every possible direction.

Mercer business students land internships and careers with organizations like:

- Aflac
- Atlanta Braves
- Atlanta Hawks
- Centers for Disease Control and Prevention (CDC)
- Deloitte
- Delta Air Lines
- Google
- IHG Hotels & Resorts
- Morgan Stanley
- PricewaterhouseCoopers
- Truist

Allison Brantley,
BBA in Accounting '15, MBA '18
PROJECT MANAGER
TECHNICAL OPERATIONS
DELTA AIR LINES

EXPERIENCE • Allison manages interior aircraft modification projects to make the cabin and flight experience better and more comfortable for customers and crew members of Delta Air Lines.



96%

of undergraduate business students who graduated in 2024 were employed or in graduate school six months after earning a Mercer degree.*

*See methodology at mercer.edu/post-graduate.

THE EDUCATION TO BUILD IT

Mercer's Stetson-Hatcher School of Business equips you for a meaningful career in business. Undergraduate students benefit from the support of experienced faculty mentors, academic advisors, and career coaches inside and outside the classroom. You'll find many Mercer business students double—and triple—majoring in both complementary and interdisciplinary areas of study.

Undergraduate Programs

- Accounting
- Economics
- Entrepreneurship
- Finance
- General Business
- International Business
- Management
- Marketing
- Sports Marketing and Analytics
- Supply Chain Management

Add a Graduate Degree

Your next power move? Seamlessly transition into a graduate program and become a **Double Bear**.

Double Bear Scholarship

Priority admission consideration

Waived application fee

- Master of Accountancy
- Master of Business Administration (MBA)
- Master of Science in Business Analytics
- Master of Science in Integrative Business

Customize your graduate program with our in-demand graduate certificates.

Triple Bear = Triple Threat

Combine the Mercer MBA with another Mercer graduate or professional program to minimize your time and investment and maximize your impact.

- Master of Divinity + MBA
- Doctor of Pharmacy + MBA
- Doctor of Physical Therapy + MBA
- Juris Doctor + MBA

150+ Companies are hosted by Mercer's Business School each year for career development workshops, on-campus recruiting, and network opportunities.

AND THE SKILLS TO FUEL IT

Mercer undergraduate business students are part of the School of Business from day one—no additional application required. You'll receive personalized career development support through workshops, seminars, career fairs, and special events so that a few years from now, you're completely job ready on day one of your next chapter.

DON'T CALL THEM SOFT SKILLS—THEY'RE POWER SKILLS

- Major/Minor Selection ✓
- Internship Experience ✓
- Interview Preparation ✓
- Network Expansion ✓
- Personal Brand Development ✓
- Global Impact ✓

POWERED BY AMBITION

OUR SOPHOMORES AND JUNIORS DOUBLE AS SENIOR EXECES

There's real-life learning and then there's real-life doing. Through Mercer's **Student Managed Investment Fund**, students get to make real financial decisions with real University dollars.

When Mercer's Board of Trustees greenlit a million-dollar allocation to start the student-designed, student-run Student Managed Investment Fund—they looked to not only spark significant financial growth, but to kickstart one of Mercer's most popular and impactful experiential learning experiences.

In this course, business students spend two semesters developing a financial analyst report on stocks and investments before making decisions on whether to include those stocks in a fund, sell them if they're already in their fund, or continue to hold them. Along the way, students meet with industry leaders and judges to simulate how decisions are made at the investment banking level.

Now, the course is an elective for all finance majors—and has helped numerous students secure internships, jobs, and entrance into graduate school programs.



The 2025 CFA Institute Southern Classic Research Challenge marks Mercer's third win in the past six years. This year's winning team consisted of (from left to right): Dr. Geoffery Ngene, Faculty Advisor; Dylan Mitchell, BBA in Finance '26; Shannon Dougherty, BBA in Finance and Accounting '25; Alina Noorani, BBA in Finance and Economics '25.



Porsche taught me how numbers translate into cars on the road, dealer support, charitable efforts, and global strategy.

Michelle Vancica, BBA in Finance '26
ACCOUNTING INTERN
PORSCHE CARS NORTH AMERICA

EXPERIENCE • Michelle supported Accounts Payable, Accounts Receivable, Corporate Accounting, and Treasury by processing and auditing high volumes of invoices and expense reports, assisting with journal entries, reviewing accounts, and contributing to payment cycles.

As an intern for the Office of Governor Brian P. Kemp, I worked alongside executives, law enforcement, and other state medical boards to align financial, operational, and regulatory priorities in service of Georgia’s healthcare system.

Martin Patel, BBA in Accounting '26
INTERN FOR GEORGIA OFFICE OF THE GOVERNOR



EXPERIENCE • Martin managed a database of over 62,000 medical licenses, including physicians, APRNs, vaccine protocols, and residency training permits. He supported the CFO in drafting vendor contracts and budget planning, and prepared the annual report by compiling financial, operational, and enforcement data for stakeholders. Martin also contributed strategic solutions during the Board’s transition to a new database system, recommending partnerships with national medical boards to improve transcript verification workflows.

DRIVEN BEYOND THE CLASSROOM



Mercer business students build impressive résumés by pursuing individual interests in student organizations, undergraduate research, internships, and more.

Game On

Juniors and seniors are partnering with a local baseball team, the **Macon Bacon**, to gain real-world experience through a Sports and Entertainment Marketing course. During this course, students analyze game data, promote ticket sales, and plan community events. They also partner with Mercer Athletics to expand their knowledge outside the classroom.



Get the Word Out

Traffick Jam is a social brand owned and managed by Mercer marketing students. Its purpose is to prevent youth from being sold for sexual purposes (trafficked), and it educates local high school students on how to recognize warning signs. The marketing team builds brand equity, earns sponsors, creates products, and holds events to raise funding for its initiatives.



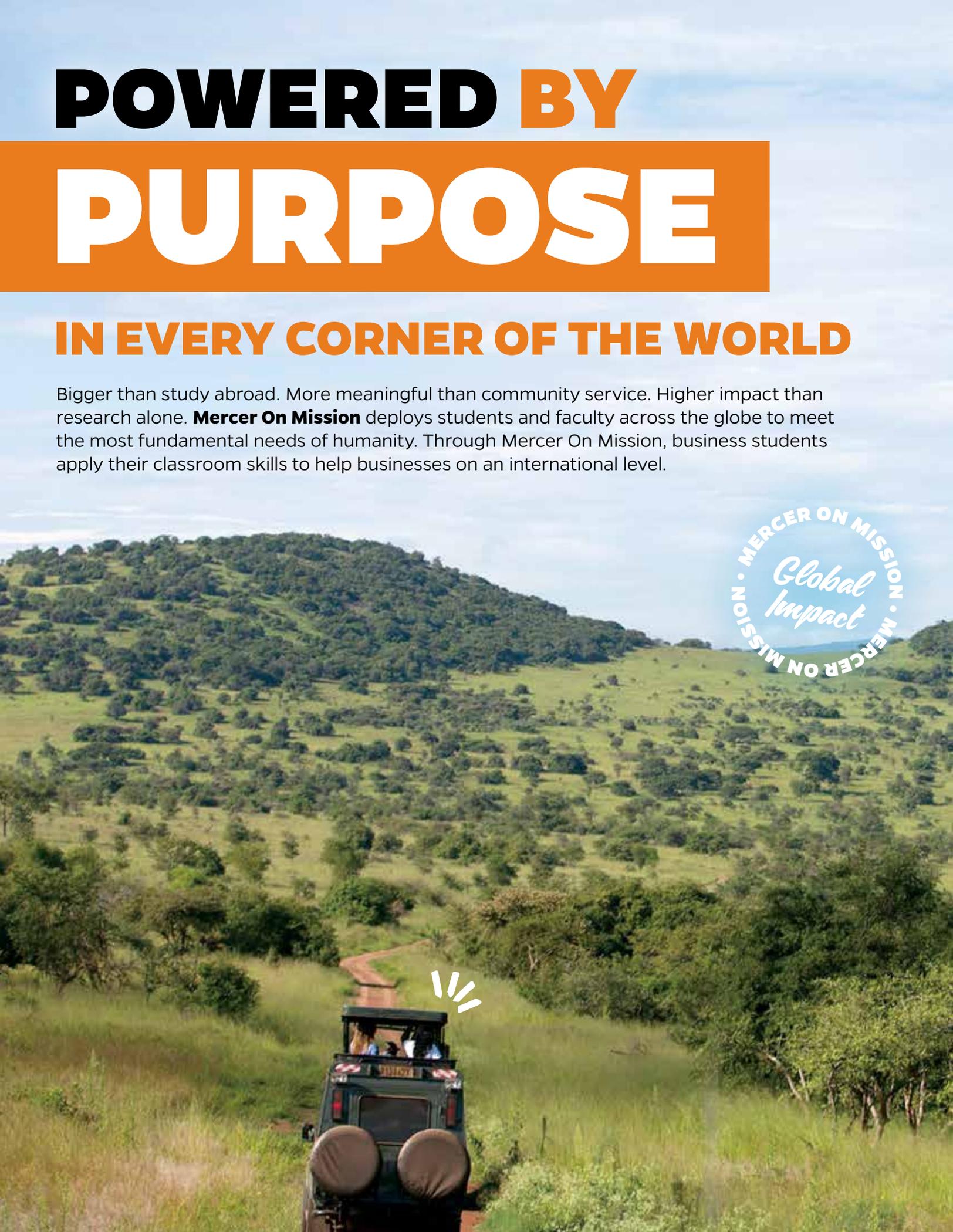
Lead the Way in Research

Mercer “Accounting Bears” won the 2025 **Institution of Management Accountants Student Case Research National Championship** (team pictured left, Jacob Woods, Colin Ralph, and faculty advisor Dr. Carol Sargent). **The Center for the Study of Economics and Liberty (CSEL)** offers undergraduate research grants to support students interested in promoting economic education.

POWERED BY PURPOSE

IN EVERY CORNER OF THE WORLD

Bigger than study abroad. More meaningful than community service. Higher impact than research alone. **Mercer On Mission** deploys students and faculty across the globe to meet the most fundamental needs of humanity. Through Mercer On Mission, business students apply their classroom skills to help businesses on an international level.



Rwanda

Since 2015, Mercer's School of Business faculty and students have partnered with Rwandan entrepreneurs to help improve their business plans and practices. Students work with business owners to consider location, pricing, cost-benefit analysis, and partnerships. After returning to the U.S., students continue supporting entrepreneurs virtually.



“My Mercer On Mission trip to Rwanda was a defining moment in my education and time at Mercer. Helping local entrepreneurs to succeed and creating business plans was a key part of the trip, but the entire experience transformed how I see the world, and the role I want to play in changing it.

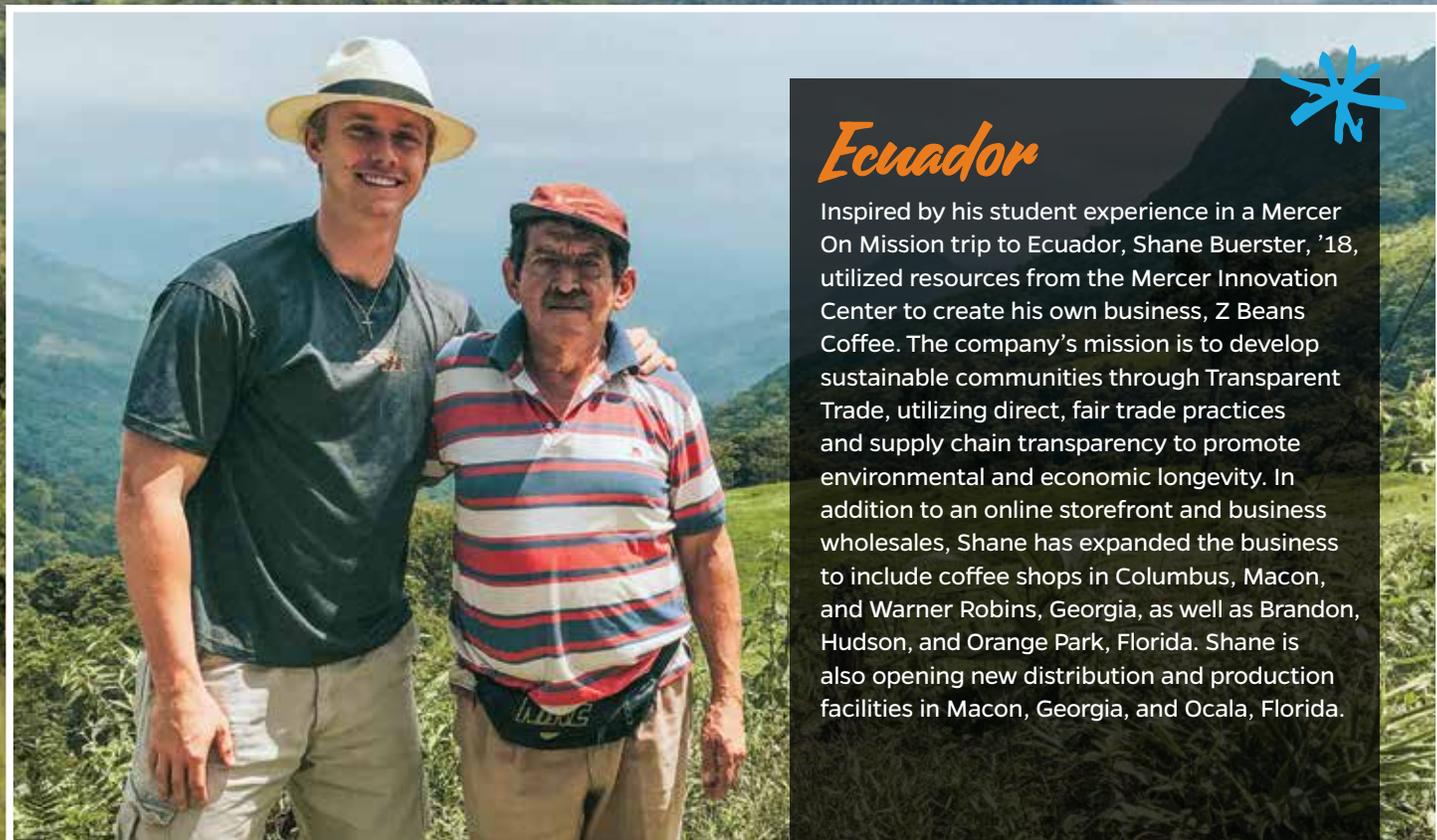
Sami Lowinger, BBA in Marketing and Management '25 and MBA '26



South Africa

A team of Mercer students and faculty has partnered with Streetscapes, a nonprofit working to combat homelessness in Cape Town, South Africa.

The Mercer On Mission group divides into teams to analyze current revenue streams of the social enterprise and make proposals for improvements. By increasing revenue, Streetscapes can better serve the homeless population through resources such as housing, counseling and support groups, and job skills training. Through this multi-year partnership, the Mercer teams evaluate the implementation of new projects and continue to work alongside Streetscapes in its mission.



Ecuador

Inspired by his student experience in a Mercer On Mission trip to Ecuador, Shane Buerster, '18, utilized resources from the Mercer Innovation Center to create his own business, Z Beans Coffee. The company's mission is to develop sustainable communities through Transparent Trade, utilizing direct, fair trade practices and supply chain transparency to promote environmental and economic longevity. In addition to an online storefront and business wholesales, Shane has expanded the business to include coffee shops in Columbus, Macon, and Warner Robins, Georgia, as well as Brandon, Hudson, and Orange Park, Florida. Shane is also opening new distribution and production facilities in Macon, Georgia, and Ocala, Florida.



POWERED BY EACH OTHER

A COLLABORATIVE COMMUNITY

Here at Mercer, we'll help you develop the skills and confidence you need. Plus, we'll provide experiences you can't get any place else. But ultimately, your biggest takeaway will be our people. Tap into a network of executives, entrepreneurs, and easy-to-talk-to Mercerians who will stay with you for life.

Professional Associations and Honor Societies

- **Beta Alpha Psi** allows students to join a network of financial information students and professionals focused on academic excellence, professional development, and ethical practices.
- **Delta Sigma Pi** prepares business students for successful professional careers and instills values of service and principled leadership through community service.
- **Gamma Iota Sigma** is an international professional fraternity organized to promote, encourage, and sustain student interest in insurance, risk management, and actuarial science as professions.
- **Sigma Nu Tau** is the only national academic honor society whose mission is to promote, recognize, honor, and reward academic excellence in entrepreneurship.



Student Clubs and Organizations

- **American Marketing Association (AMA)** allows students to network with marketing professionals through educational events that relate back to the world of marketing.
- **Financial Management Association (FMA)** provides students with opportunities for professional interaction with practitioners and professionals and promotes the development and understanding of sound financial practices.
- **The Student Advisory Board** is a selective leadership opportunity that allows students to serve as leaders; collaborating with faculty and administrators to shape key initiatives and decisions that impact the student experience, faculty, and staff. This board provides students with valuable, real-world governance experience while allowing their voices to directly influence the future of the Business School.
- **Sports Marketing and Analytics Club** is an organization for students who want to pursue a career in professional sports. Club members take several trips during the year to meet with executives of major Atlanta teams, allowing students to build their individual networks.



“ Mercer’s School of Business played a pivotal role in preparing me for my career by offering invaluable mentorship and hands-on financial experience. Through programs like the Student Managed Investment Fund and the CFA Research Challenge, I gained practical skills in research, financial modeling, and strategic analysis.

Lindy Kanaday, BBA in Finance '24

STRATEGY AND BUSINESS VENTURES ANALYST, BANK OF AMERICA

EXPERIENCE • Lindy is a Strategy and Business Ventures Analyst at Bank of America’s headquarters in Charlotte, NC, where she serves as an internal consultant. In her position, she supports multiple lines of business by developing strategic initiatives that drive innovation, enhance performance, and ultimately help improve Bank of America’s clients’ financial lives.



“ Being named to the Forbes 30 Under 30 list was an honor and lent a lot of credibility to what we achieved with Press Sports.

Conrad Cornell, BBA in International Business '18

HEAD OF STRATEGIC ACCOUNTS AT SYMTRAIN | FORMER CEO OF PRESS SPORTS

EXPERIENCE • After launching Press Sports in the Mercer Innovation Center, Conrad and his team scaled their digital platform for amateur athletes to nearly 500,000 users prior to selling their start-up to The DONUT in 2024. Conrad is now leading enterprise growth for SymTrain, a cutting-edge AI learning company in Atlanta.



“ At Mercer, I found my passion for market research, which helped me land my job at NASCAR. I use the skills and fundamentals of survey research and data analysis every day.

Marissa James, BBA in Marketing '20, MBA '22

CONSUMER RESEARCH ANALYST, NASCAR

EXPERIENCE • Marissa assists marketing functions by running custom consumer research projects. She writes and programs surveys, collects and analyzes results to find insights, and reports the findings to stakeholders. Marissa also works with the Official NASCAR Fan Council to survey NASCAR’s most avid fans on various topics regarding the sport.



A BUSINESS PROGRAM THAT INVESTS IN

Through access to distinctive experiential opportunities and a dedicated team of academic and career advisors, Mercer business students graduate prepared to launch their careers in a variety of fields.

YOU

TAP INTO THE POWER OF PERSONAL

Your Mercer journey is personalized to your future career plans and goals—beginning on day one.



YEAR	GOAL	HIGHLIGHT
Your First Year	Begin taking business courses early and start your professional development work.	Professional Development Meet your business advisor and explore ideas and topics that interest you.
Your Sophomore Year	Complete all introductory business courses and build out your two-year action plan.	BUS 202: Introduction to Professional Development Develop an action strategy, including selection of majors and minors, coursework plans, and immersive plans such as internships, global experiences, and Mercer On Mission.
Your Junior Year	Build your personal brand and roll it out into the world. This is a team effort that includes you, your career coach, your business advisor, and the faculty mentor in your discipline.	BUS 302: Professional Development Implementation Develop and begin implementing a career plan that includes polished personal marketing materials, brand stories, work portfolios, networking, and negotiation skills.
Your Senior Year		Complete Your Internship Gain real-world experience while building professional networks that often lead to full-time employment with the same organization after graduation.
Your Graduate Year	Enhance your leadership skills and discipline expertise with a Mercer master's degree or graduate certificate.	Double Bear Status Receive a Double Bear Scholarship for any School of Business graduate program or select graduate programs in other disciplines across the University.

Students in **Mercer's School of Business** are known for **career readiness**.

100% INTERNSHIP RATE



As a Digital & Technology consulting intern with PwC Management Consulting (Shanghai) Limited, I worked with a multi-disciplinary engagement team to support delivering complex solutions to clients. Through the internship, I was able to expand my knowledge in customer relationship management systems, data analytics, finance, and more.

Derek Kong, BBA in Economics '25



LEVERAGE RESOURCES FOR SUCCESS

The Professional Development Fund is a \$500 fund that supports students through industry-specific experiences and professional development events. The fund assisted Jakayla Jackson, BBA in Sports Marketing & Analytics '26, in costs for the Sports Agent Bootcamp conference in Washington, D.C. The conference, hosted by Diverse Representation, is designed to equip future agents and sports professionals with the tools to succeed in the industry.

Jakayla gained valuable insight into recruiting, client management, and contract negotiations, while also learning practical strategies to strengthen negotiation skills and build experience in agency work.

“The sessions emphasized the importance of authenticity, financial strategy, athlete protection, and representation—principles that will guide me as I pursue a career as a professional sports agent.

Jakayla Jackson, BBA in Sports Marketing & Analytics '26



WE POWER BIG IDEAS BY MAKING THEM REAL

The **Mercer Innovation Center** acts as a business incubator for Central Georgia, with a focus on utilizing technology to foster economic growth. Each year, the Mercer Innovation Center hosts **The Next Big Idea**, a business competition designed to encourage Mercer undergraduate students to think creatively and develop their business ideas. As a student entrepreneur, you can participate in the business pitch competition and apply for a **Mercer Innovation Fellowship**.

2025 Next Big Idea winner Matt Schutt, BBA in Entrepreneurship, '25 founded nonprofit Play It Back Lacrosse and plans to grow the game across Middle Georgia by launching local leagues and camps that make the sport more accessible to kids. Beyond the community, the organization aims to expand internationally by providing equipment and opportunities to underprivileged children in developing countries, using lacrosse as a platform to inspire, teach, and connect young people around the world.



“Winning the Next Big Idea Competition was a pivotal moment, combining my passion for lacrosse with the tools I gained from Mercer’s Business School. Lacrosse has shaped who I am, teaching discipline, leadership, and resilience — all values that inspired Play It Back Lacrosse. With the mentorship, resources, and support provided through the competition, we were able to take our idea off the ground and begin making an impact in the community.

Max Schutt, BBA in Entrepreneurship, '25
SALES AND MARKETING REPRESENTATIVE,
SCOREBREAK



Majors

Accounting

Economics

Entrepreneurship

Finance

General Business

International Business

Management

Marketing

Sports Marketing and Analytics

Supply Chain Management

MERCER
UNIVERSITY

SCHOOL OF BUSINESS

business.mercer.edu | admissions@merc.edu



@mercerbusiness