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FOR IMMEDIATE RELEASE:

Mid-Atlantic Christian University Announces Three New Degree Programs

Elizabeth City, NC –February 5, 2021. Mid-Atlantic Christian University is pleased to announce that we will be adding 3 new concentrations within the business administration major, starting fall 2021. Currently, a business administration student chooses a concentration in either: organizational leadership, sport management, global business marketing, human resource management, or public administration. The new concentrations include: professional sales, supply chain management, and esports and gaming.

Mid-Atlantic Christian University continuously seeks ways to expand academic offerings to prepare students to compete and excel in new and emerging job markets.

ESports and Gaming - Between 2018 and 2019, the number of jobs in esports nearly doubled - growing a staggering 185%. In addition, there are numerous business jobs elsewhere in the games industry, including roles in distribution, research, sales, and marketing. The explosive growth in esports - and the attendant growth within the games industry which it has fueled - has created a demand for business professionals with a solid understanding of the nuances of the industry.

Professional Sales - With the boom in Software-as-a-Service (SaaS) providers - companies like Salesforce, Zendesk, and Amazon Web Services - and the increasing reliance of top companies on cloud computing and other non-native hardware and software, the demand for Business-to-Business (B2B) Salespeople has dramatically grown. Businesses, however, struggle to find qualified entry-level salespeople, most notably because there are only approximately 80 colleges in the United States who have a Sales Department on their campus. Furthermore, sales education is often outdated or purely theoretical. As a result, the majority of the companies we have spoken to are intensely focused on finding college graduates that have practiced skills in professional sales.

Professional Sales, however, is not just a professional skill that will lead to a good job. Sales teaches empathy, compassion, listening skills, and lateral thinking - all vital hallmarks of a

good education. And sales in and of itself is an immensely valuable skill for students to have. Over 40% of jobs, and countless daily activities - deciding where to go to dinner, for example - have some component of sales built in. Thus in completing our program in professional sales, students will attain skills that are valuable both professionally and personally.

Supply Chain Management - As networks have continued to expand, Supply Chain Management (SCM) has become one of the most critical areas for companies with a need to move products around the globe. A total of 1.4 million new jobs in Supply Chain and Logistics were created from 2014-2018, and this growth is likely to continue as more and more companies recognize the importance of optimizing their supply chain.

Because the importance of this role has grown so rapidly in recent years, the labor market is currently experiencing a dearth of Supply Chain professionals, and most of the people working in this area do not have a formal education in Supply Chain Management. Companies are seeking to find talented college graduates in Supply Chain Management, and are willing to pay for their services: employees in SCM earn an average of \$82,000 annually, and that number jumps to \$297,000 annually for professionals with 3-5 years of experience. Furthermore, students who secure jobs in this field will be able to have a real impact, as global supply chains continue to proliferate and impact economies and environments throughout the world.

MACU Vice President for Advancement, Beth Cross and President Maurice met with former Economic Development Director Christian Lockamy a year ago and discussed emerging needs for the Elizabeth City area. With the I-87 corridor from Norfolk to Raleigh, the idea of a degree in Supply Chain Management was born.

Dr. Kevin Larsen, Vice President for Academic Affairs, says that MACU is excited to be able to expand our Business Administration offerings within a Christian worldview to influence business and industry with Christian values.

MACU alumni serve in 46 states, 1 territory, the District of Columbia, and 25 countries. MACU is an institution of higher learning that is committed to helping all, regardless of income and status, receive a high quality faith-based education that prepares them for service in the marketplace or in the church.

Mid-Atlantic Christian University (MACU) is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award certificates, associate, and baccalaureate degrees. Contact the Commission of Colleges at 404-679-4500 for questions about the accreditation of MACU.

In addition, North Carolina's State Board of Education has granted MACU permission to have a teacher licensure program in elementary education and Science Education (secondary education).

Mid-Atlantic Christian University, a private, faith based, four year college is committed to equality of educational opportunity and will not discriminate against applicants, students, or employees on the basis of race, color, national or ethnic origin, gender, age, disability, or prior military service. Federal guidelines (Sections 702-703 of Title VII of the 1964 Civil Rights Act) clearly recognize the right of church related institutions to seek personnel who will support the goals of the institution. Being a student or employee at Mid-Atlantic Christian University requires a commitment and lifestyle consistent with the institution's mission and values.