

MARKETING, B.S. (BEHREND)

Begin Campus: Any Penn State Campus

End Campus: Erie

Degree Requirements

For the Bachelor of Science degree in Marketing, a minimum of 122 credits is required:

Requirement	Credits
General Education	45
Requirements for the Major	98

21 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GQ courses; 6 credits of GS courses; 9 credits of GWS courses.

Per Senate Policy 83.80.5, the college dean or campus chancellor and program faculty may require up to 24 credits of coursework in the major to be taken at the location or in the college or program where the degree is earned.

Requirements for the Major

Each student must earn at least a grade of C in each 300- and 400-level course in the major field.

To graduate, a student enrolled in the major must earn a grade of C or better in each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

Code	Title	Credits
Prescribed Courses		
BA 241	Legal Environment of Business	2
BA 242	Social and Ethical Environment of Business	2
PSU 7	First-Year Seminar Behrend	1
<i>Prescribed Courses: Require a grade of C or better</i>		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4
CAS 100	Effective Speech	3
ECON 102	Introductory Microeconomic Analysis and Policy	3
ECON 104	Introductory Macroeconomic Analysis and Policy	3
ENGL 202D	Effective Writing: Business Writing	3
FIN 301	Corporation Finance	3
MGMT 301	Basic Management Concepts	3
MGMT 471W	Strategic Management and Business Policy	3
MIS 204	Introduction to Management Information Systems	3
MKTG 301	Principles of Marketing	3
MKTG 342	Marketing Research	3
MKTG 343	Introduction to Marketing Analytics	3
MKTG 444	Buyer Behavior and Applied Research	3
SCM 301	Supply Chain Management	3
Additional Courses		
<i>Additional Courses: Require a grade of C or better</i>		
ENGL 15	Rhetoric and Composition	3

or ENGL 30H	Honors Rhetoric and Composition	
MATH 110	Techniques of Calculus I	4
or MATH 140	Calculus With Analytic Geometry I	
MKTG 441	Sustainability in Marketing Strategy	3
or MKTG 450W	Marketing Strategy	
SCM 200	Introduction to Statistics for Business	4
or STAT 200	Elementary Statistics	
Select 3 credits from the following list:		3
ECON 470	International Trade and Finance	
FIN 471	International Finance	
IB 303	International Business Operations	
MGMT 461	International Management	
MKTG 445	Global Marketing	
Other 300-400-level International Business courses		
Select 15 credits of Marketing electives from:		15
MKTG 327	Retailing	
MKTG 410	Personal Selling	
MKTG 422	Advertising and Sales Promotion Management	
MKTG 445	Global Marketing	
MKTG 473	Digital Marketing	
MKTG 475	Innovation and Product Management	
MKTG 478	Services Marketing Management	
MKTG 480	Intermediate Social Media Marketing	
MKTG 485	Business-to-Business Marketing	
MKTG 494	Research Project	
MKTG 495	Internship	
MKTG 496	Independent Studies	
MKTG 497	Special Topics	

Supporting Courses and Related Areas

Select 18 credits from any business major field or any non-business major field, except for all KINES (GHW) courses, any ENGL course below ENGL 15, and any MATH course below MATH 110. Exceptions may be petitioned through the applicable department chair.

General Education

Connecting career and curiosity, the General Education curriculum provides the opportunity for students to acquire transferable skills necessary to be successful in the future and to thrive while living in interconnected contexts. General Education aids students in developing intellectual curiosity, a strengthened ability to think, and a deeper sense of aesthetic appreciation. These are requirements for all baccalaureate students and are often partially incorporated into the requirements of a program. For additional information, see the General Education Requirements (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>) section of the Bulletin and consult your academic adviser.

The keystone symbol appears next to the title of any course that is designated as a General Education course. Program requirements may also satisfy General Education requirements and vary for each program.

Foundations (grade of C or better is required and Inter-Domain courses do not meet this requirement.)

- **Quantification (GQ):** 6 credits
- **Writing and Speaking (GWS):** 9 credits

Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- **Arts (GA):** 3 credits
- **Health and Wellness (GHW):** 3 credits
- **Humanities (GH):** 3 credits
- **Social and Behavioral Sciences (GS):** 3 credits
- **Natural Sciences (GN):** 3 credits

Integrative Studies

- **Inter-Domain Courses (Inter-Domain):** 6 credits

Exploration

- **GN**, may be completed with Inter-Domain courses: 3 credits
- **GA, GH, GN, GS, Inter-Domain courses.** This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

University Degree Requirements

First Year Engagement

All students enrolled in a college or the Division of Undergraduate Studies at University Park, and the World Campus are required to take 1 to 3 credits of the First-Year Seminar, as specified by their college First-Year Engagement Plan.

Other Penn State colleges and campuses may require the First-Year Seminar; colleges and campuses that do not require a First-Year Seminar provide students with a first-year engagement experience.

First-year baccalaureate students entering Penn State should consult their academic adviser for these requirements.

Cultures Requirement

6 credits are required and may satisfy other requirements

- **United States Cultures:** 3 credits
- **International Cultures:** 3 credits

Writing Across the Curriculum

3 credits required from the college of graduation and likely prescribed as part of major requirements.

Total Minimum Credits

A minimum of 120 degree credits must be earned for a baccalaureate degree. The requirements for some programs may exceed 120 credits. Students should consult with their college or department adviser for information on specific credit requirements.

Quality of Work

Candidates must complete the degree requirements for their major and earn at least a 2.00 grade-point average for all courses completed within their degree program.

Limitations on Source and Time for Credit Acquisition

The college dean or campus chancellor and program faculty may require up to 24 credits of course work in the major to be taken at the location or in the college or program where the degree is earned. Credit used toward degree programs may need to be earned from a particular source or within time constraints (see Senate Policy 83-80 (<https://senate.psu.edu/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). For more information, check the Suggested Academic Plan for your intended program.