MARKETING, B.S. (CAPITAL)

Begin Campus: Any Penn State Campus
End Campus: Harrisburg, World Campus

Program Description
This major is designed for students interested in careers involving sales, promotion, services, distribution, research, and planning for business and the public sector. The major provides students with key concepts and methods of analysis in marketing. It focuses on understanding customer needs, developing products or services, creating and implementing marketing plans, monitoring customer responses, and projecting marketing activities for the future.

What is Marketing?
Marketing is a broad field with a primary purpose of generating demand for an enterprise's products or services. It involves an understanding of consumer behavior and research to determine consumer preferences and to guide firms in dealing with those preferences.

You Might Like This Program If...
- You have an aptitude and interest in sales and promotion.
- You have strong communication skills.
- You enjoy working with people and understanding their needs and motivations.
- You want a career in market research, advertising, service industries or product management.

Entrance to Major
Entry to the Marketing major requires the completion of 8 entry-to-major courses: ACCTG 211, ECON 102, ENGL 15 or ENGL 30, FIN 301, MATH 110 or MATH 140, MGMT 301, MKTG 301\(^1\), SCM 200 or STAT 200; and a 2.00 or higher cumulative grade-point average.

\(^1\) Course requires a grade of C or better

Additional information about this major is available in the office of the Director of Undergraduate Studies, School of Business at Penn State Harrisburg.

Degree Requirements
For the Bachelor of Science degree in Marketing, a minimum of 120 credits is required:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education</td>
<td>45</td>
</tr>
<tr>
<td>Electives</td>
<td>8</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>79</td>
</tr>
</tbody>
</table>

12 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 3 credits of GWS courses; 3 credits of GS courses; 6 credits of GQ courses.

At least 50 percent of the business credit hours required for the degree must be taken at the Capital College. No more than 60 credits should be from business and business-related courses.

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 (http://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.)
- Quantification (GQ): 6 credits
- Writing and Speaking (GWS): 9 credits

Knowledge Domains
- Arts (GA): 6 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 6 credits
- Social and Behavioral Sciences (GS): 6 credits
- Natural Sciences (GN): 9 credits

Integrative Studies (may also complete a Knowledge Domain requirement)
- Inter-Domain or Approved Linked Courses: 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 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#83-80)). For more information, check the Suggested Academic Plan for your intended program.

Requirements for the Major
To graduate, a student enrolled in the major must earn a grade of C or better in the courses listed in the recommended schedule, they will satisfy the requirements for the Bachelor of Science degree by the end of their fourth year. Students have the choice of receiving the B.S. degree at the end of the fourth year or waiting until the end of the fifth year to receive both degrees. Students who elect to receive the B.S. degree at the end of the fourth year will pay undergraduate tuition for courses taken in the fifth year; students opting to receive both degrees at the end of the fifth year will pay graduate tuition for courses taken in the fifth year; and six fewer credits in their fourth year. The courses that count toward the Bachelor of Science in Marketing and Master of Business Administration degree requirements are included in the fourth year.

Integrated B.S. in Marketing and M.B.A. in Business Administration
Available at the following campuses: Harrisburg

The School of Business Administration offers a limited number of academically superior Bachelor of Science in Marketing candidates the opportunity to enroll in an integrated, continuous program of study leading to both the Bachelor of Science in Marketing and the Master of Business Administration. The ability to coordinate as well as concurrently pursue the two degree programs enables the students to earn both degrees in five years. Specifically, as many as twelve of the credits required for the master's degree may be applied to both undergraduate and graduate degree programs. The Integrated Undergraduate-Graduate Program reduces the total number of credits needed to earn both degrees from 150 to 138.

Students in the IUG program must satisfy the requirements for both the Bachelor of Science in Marketing and Master of Business Administration degrees. The total course load is reduced due to courses that can count towards both degrees. The first two years of the IUG program are identical to the first two years of the Bachelor of Science program. Students in the IUG program take six additional credits in their third year, and six fewer credits in their fourth year. The courses that count toward the Master of Business Administration degree requirements are included in the fourth year.

Student performance will be monitored on an on-going basis. In addition, a formal evaluation of student academic performance will be performed when the students have completed 100 to 105 credits, which is at the end of the first semester of the senior year for typical students in the program. Students who have not maintained a 3.0 GPA in their graduate courses will be put on probationary status with respect to the IUG program. They will receive a warning letter regarding probationary status. Their ability to continue in the IUG program will be based on their academic performance in the last semester of their senior year.

Students have the choice of receiving the B.S. in Marketing degree at the end of the fourth year or waiting until the end of the fifth year to receive both degrees. Students who elect to receive the B.S. degree at the end of the fourth year will pay graduate tuition for courses taken in the fifth year; students opting to receive both degrees at the end of the fifth year will pay undergraduate tuition for all five years.

If for any reason students admitted to the IUG program are unable to complete the requirements for the Master of Business Administration degree, the students will be permitted to receive the Bachelor of Science in Marketing degree assuming all the undergraduate degree requirements have been satisfactorily completed. If the students successfully complete courses listed in the recommended schedule, they will satisfy the requirements for the Bachelor of Science degree by the end of their fourth year.

### Prescribed Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</td>
</tr>
<tr>
<td>BA 364Y</td>
<td>International Business and Society</td>
<td>3</td>
</tr>
<tr>
<td>BA 462</td>
<td>Business Strategy</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Introductory Microeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ECON 104</td>
<td>Introductory Macroeconomic Analysis and Policy</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 202D</td>
<td>Effective Writing: Business Writing</td>
<td>3</td>
</tr>
<tr>
<td>FIN 301</td>
<td>Corporation Finance</td>
<td>3</td>
</tr>
<tr>
<td>MGMT 301</td>
<td>Basic Management Concepts</td>
<td>3</td>
</tr>
<tr>
<td>MIS 204</td>
<td>Introduction to Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MIS 390</td>
<td>Information Systems Management and Applications</td>
<td>3</td>
</tr>
<tr>
<td>SCM 301</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
</tbody>
</table>

**Prescribed Courses: Require a grade of C or better**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 301</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 330</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 342</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 450W</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

### Additional Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 241</td>
<td>Legal Environment of Business</td>
<td>4</td>
</tr>
<tr>
<td>&amp; BA 242</td>
<td>and Social and Ethical Environment of Business</td>
<td>4</td>
</tr>
<tr>
<td>or BA 243</td>
<td>Social, Legal, and Ethical Environment of Business</td>
<td>4</td>
</tr>
<tr>
<td>MATH 110</td>
<td>Techniques of Calculus I</td>
<td>4</td>
</tr>
<tr>
<td>or MATH 140</td>
<td>Calculus With Analytic Geometry I</td>
<td>4</td>
</tr>
<tr>
<td>SCM 200</td>
<td>Introduction to Statistics for Business</td>
<td>4</td>
</tr>
<tr>
<td>or STAT 200</td>
<td>Elementary Statistics</td>
<td>4</td>
</tr>
</tbody>
</table>

**Additional Courses: Require a grade of C or better**

Select three of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 342</td>
<td>Industrial Organization</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 302</td>
<td>Marketing Techniques for Electronic Commerce</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 327</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 422</td>
<td>Advertising and Sales Promotion Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 445</td>
<td>Global Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 476</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 478</td>
<td>Services Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 485</td>
<td>Business-to-Business Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Supporting Courses and Related Areas

Select 12 credits from 200-400 level business courses from: ACCTG, BA, ECON, FIN, MIS, MGMT, MKTG, or SCM in consultation with an academic adviser and in support of the student's interests.
Admission Requirements
To initiate the application process, students must submit a resume, a personal statement including career goals and how MBA will enhance their career goals, transcripts of courses taken outside Penn State, two letters of recommendation, with at least one from the School of Business Administration faculty, and a plan of study that integrates both undergraduate and graduate requirements. A graduate faculty adviser in collaboration with the Director of MBA Program will help undergraduate candidates determine a sequence of courses that will prepare them for acceptance into the Integrated Undergraduate-Graduate (IUG) degree program.

The number of openings in the IUG program is limited. Applicants to the IUG program must have completed a minimum of 60 credits. Typical students would apply after completing between 60 and 90 credits, that is, after the fifth semester and before the end of the seventh semester. In addition, the applicants must earn a minimum of cumulative grade point average of 3.5 and complete the following Entry to Major courses or equivalent: ACCTG 211, ECON 102, ENGL 15 or ENGL 30, FIN 301, MATH 110 or MATH 140, MGMT 301, MKTG 301 and STAT 200 or SCM 200.

To formally apply, students must submit a completed graduate school application. The students should mention in the notes section that the application is for the IUG program in Business Administration. The Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) is not required for admission into the program; however, if students are interested in applying for a graduate assistantship, GMAT or GRE scores must be submitted by the end of the eighth semester.

Student applications will be evaluated based on their overall portfolio, in addition to the above requirements. In all cases, admission to the program will be at the discretion of the Graduate Admissions Committee in Business Administration.

Degree Requirements
Students in the IUG program must satisfy the degree requirements for both Bachelor of Science in Marketing and Master of Business Administration degrees. The total course load is reduced due to the maximum of 12 credits that can count towards both degrees. All courses counted for both degrees must be at the 500- or 800-level.

Learning Outcomes
Student graduates of our baccalaureate degree programs should be:

1. Effective communicators.
   a. Present verbally, thoughts and ideas in a way that can be clearly understood by a target audience.
   b. Convey ideas in a clear, coherent manner in written communication.

2. Ethical and socially responsible
   a. Be competent in analyzing social and ethical decision making issues in organizations.

3. Critical thinkers.
   a. Be able to think and identify multiple dimensions of company issues and performances and make an assessment of company performances in achieving financial and strategic objectives, tracking their achievements, and giving management of companies a more complete and balanced view of how the organization is performing.

   a. Understand the concepts and techniques of marketing as it applies to modern organizations.
   b. Be knowledgeable of the different environments in which marketing programs, plans, and strategies are formulated and implemented.
   c. Understand the analytical tools necessary to assist brick-and-mortar and on-line marketing operations of companies.
   d. Develop and carry out a marketing plan for a business.

Academic Advising
The objectives of the university’s academic advising program are to help advisees identify and achieve their academic goals, to promote their intellectual discovery, and to encourage students to take advantage of both in-and out-of class educational opportunities in order that they become self-directed learners and decision makers.

Both advisers and advisees share responsibility for making the advising relationship succeed. By encouraging their advisees to become engaged in their education, to meet their educational goals, and to develop the habit of learning, advisers assume a significant educational role. The advisee’s unit of enrollment will provide each advisee with a primary academic adviser, the information needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/)

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advising@outreach.psu.edu

Suggested Academic Plan
The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2020-21 academic year. To access previous years’ suggested academic plans, please visit the archive (http://bulletins.psu.edu/undergraduate/archive/) to view the appropriate Undergraduate Bulletin edition (Note: the archive only contain suggested academic plans beginning with the 2018-19 edition of the Undergraduate Bulletin).

Marketing at Harrisburg Campus and World Campus
The course series listed below provides only one of the many possible ways to move through this curriculum. The University may make changes in policies, procedures, educational offerings, and requirements at any time. This plan should be used in conjunction with your degree audit (accessible in LionPATH as either an Academic Requirements or What If report). Please consult with a Penn State academic adviser on a regular basis to develop and refine an academic plan that is appropriate for you.
First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 15 or 30†</td>
<td>3</td>
<td>CAS 100‡</td>
<td>3</td>
</tr>
<tr>
<td>MATH 110 or 140†</td>
<td>4</td>
<td>STAT 200 or SCM 200†</td>
<td>4</td>
</tr>
<tr>
<td>General Education Course</td>
<td>3</td>
<td>MGMT 301‡</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102‡</td>
<td>3</td>
<td>General Education Course</td>
<td>3</td>
</tr>
<tr>
<td>General Education Course</td>
<td>1.5</td>
<td>General Education Course</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credits 120

Advising Notes
- Courses required for the major must be generally taken within 10 years of entrance to major.
- MKTG 495 - Internship satisfies a business support requirement. For more information, contact the Marketing Program Coordinator.
- Students must complete a 3-credit course in 'United States Cultures (US)' and a 3-credit course in 'International Cultures (IL).' B A 364 (US/IL) may be used to meet either the IL or US requirement, but may be used to fulfill only 3 of the 6 credit requirement.
- 30 credits of GA, GH, GHW, GN, and GS to include 6 Integrative Studies credits.
- 15 credits of GQ and GWS require a grade of ‘C’ or better.

Career Paths

Graduates of Penn State Harrisburg’s Marketing program can pursue career opportunities in marketing and sales management, advertising, marketing research, retail, public policy, public relations, education and training, and consumer affairs. These opportunities can be found in many settings including small business, large corporations, government, health care, educational institutions, and nonprofit organizations.

US and IL are abbreviations used to designate courses that satisfy University Requirements (United States and International Cultures).

W, M, X, and Y are the suffixes at the end of a course number used to designate courses that satisfy University Writing Across the Curriculum requirement.

GWS, GQ, GHW, GN, GA, GH, and GS are abbreviations used to identify General Education program courses. General Education includes Foundations (GWS and GQ) and Knowledge Domains (GHW, GN, GA, GH, GS, and Integrative Studies). Foundations courses (GWS and GQ) require a grade of ‘C’ or better.

Integrative Studies courses are required for the General Education program. N is the suffix at the end of a course number used to designate an Inter-Domain course and Z is the suffix at the end of a course number used to designate a Linked course.

Advising Notes
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Careers

According to the U.S. Bureau of Labor Statistics, overall employment of advertising, promotions, and marketing managers is projected to grow 9 percent from 2016 to 2026, about as fast as the average for all occupations. Employment growth will vary by occupation. Advertising, promotional, and marketing campaigns are expected to continue to be essential as organizations seek to maintain and expand their market share. Advertising and promotions managers will be needed to plan, direct, and coordinate advertising and promotional campaigns, as well as to introduce new products into the marketplace.

MORE INFORMATION ABOUT POTENTIAL CAREER OPTIONS FOR GRADUATES OF THE MARKETING PROGRAM (https://harrisburg.psu.edu/business-administration/marketing/bachelor-science-marketing/)

Opportunities for Graduate Studies

The School of Business Administration offers a limited number of academically superior Bachelor of Science in Marketing candidates the opportunity to enroll in an integrated, continuous program of study leading to both the Bachelor of Science in Marketing and the Master of Business Administration.
MORE INFORMATION ABOUT OPPORTUNITIES FOR GRADUATE STUDIES (https://harrisburg.psu.edu/business-administration/marketing/integrated-bs-in-marketing-mba/)

Accreditation
The B.S. in Marketing offered by the School of Business Administration at Penn State Harrisburg, the Capital College, is accredited by AACSB International – The Association to Advance Collegiate Schools of Business. AACSB's mission is to foster engagement, accelerate innovation, and amplify impact in business education. Synonymous with the highest standards of excellence since 1916, AACSB provides quality assurance, business education intelligence, and professional development services to over 1,600 member organizations and more than 800 accredited business schools worldwide. AACSB International (AACSB) connects educators, students, and business to achieve a common goal: to create the next generation of great leaders.

MORE INFORMATION ABOUT AACSB INTERNATIONAL (https://www.aacsb.edu/)

Contact
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cxs879@psu.edu
http://harrisburg.psu.edu/business-administration/marketing/bachelor-science-marketing (http://harrisburg.psu.edu/business-administration/marketing/bachelor-science-marketing/)

World Campus
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k9x@psu.edu
https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-marketing-bachelors-degree/overview (https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-marketing-bachelors-degree/overview/)