

# MARKETING, B.S. (CAPITAL)

**Begin Campus:** Any Penn State Campus

**End Campus:** Harrisburg, World Campus

## Degree Requirements

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

Requirement	Credits
General Education	45
Electives	8-9
Requirements for the Major	78-79

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

### Requirements for the Major

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
<b>Prescribed Courses</b>		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4
BA 364Y	International Business and Society	3
BA 462	Business Strategy	3
ECON 102	Introductory Microeconomic Analysis and Policy	3
ECON 104	Introductory Macroeconomic Analysis and Policy	3
FIN 301	Corporation Finance	3
MGMT 301	Basic Management Concepts	3
MIS 390	Information Systems Management and Applications	3
SCM 301	Supply Chain Management	3
<i>Prescribed Courses: Require a grade of C or better</i>		
ENGL 202D	Effective Writing: Business Writing	3
MKTG 301	Principles of Marketing	3
MKTG 330	Consumer Behavior	3
MKTG 342	Marketing Research	3
MKTG 450W	Marketing Strategy	3
<b>Additional Courses</b>		
BA 241 & BA 242 or BA 243	Legal Environment of Business and Social and Ethical Environment of Business	4
MIS 204 or MIS 250	Introduction to Management Information Systems	3
	Introduction to Problem Solving with Spreadsheet Analysis and Information Systems Management	
<i>Additional Courses: Require a grade of C or better</i>		

SCM 200 or STAT 200	Introduction to Statistics for Business Elementary Statistics	4
Select one from the following:		3-4
DA 101	Introduction to Data Analytics	
MATH 110	Techniques of Calculus I	
MATH 140	Calculus With Analytic Geometry I	
Select three from the following:		9
ECON 342	Industrial Organization	
MKTG 302	Marketing Techniques for Electronic Commerce	
MKTG 327	Retailing	
MKTG 343	Introduction to Marketing Analytics	
MKTG 410	Personal Selling	
MKTG 422	Advertising and Sales Promotion Management	
MKTG 443	Sports Marketing	
MKTG 445	Global Marketing	
MKTG 473	Digital Marketing	
MKTG 474	Marketing Analytics	
MKTG 476	Sales Management	
MKTG 478	Services Marketing Management	
MKTG 485	Business-to-Business Marketing	

### Supporting Courses and Related Areas

Select 12 credits from 200-400 level business courses from: ACCTG, 12 BA, ECON, FIN, MIS, MGMT, MKTG, or SCM in consultation with an academic adviser and in support of the student's interests

### 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.