MARKETING, B.S. (BUSINESS)

Begin Campus: Any Penn State Campus
End Campus: University Park

Program Description

This major provides professional education leading to positions in business, government, and other organizations, and helps prepare the student for advanced study at the graduate level. Career opportunities are in marketing management, sales management, advertising, marketing research, retailing, public policy, and consumer affairs. In addition to following a planned course sequence in general marketing management, the students may elect course work that focuses on their interests in consumer or business-to-business marketing, physical goods or services marketing, retail marketing and for-profit or not-for-profit marketing.

The Marketing major is designed to be integrated with the college’s professional education in business and builds on that program and on education in the social sciences.

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.

MORE INFORMATION ABOUT MARKETING (https://undergrad.smeal.psu.edu/majors/marketing)

Entrance to Major

This program currently has administrative enrollment controls. Administrative Enrollment Controls are initiated when limitations of space, faculty, or other resources in a major prevent accommodating all students who request them. Students must follow the administrative enrollment controls that are in effect for the semester that they enter the university.

First-Year Students Entering Summer 2018, Fall 2018, Spring 2019

In order to be eligible for entrance to this major, students must satisfy the following requirements:

- 44-59 cumulative credits (credits completed at Penn State for which a quality letter grade was earned)
- completed with a grade of C or better: ESL 15 or ENGL 15 or ENGL 30, ACCTG 211, FIN 301, MATH 110 or MATH 140, MGMT 301, MKTG 301, and SCM 200 or STAT 200
- completed ECON 102
- earned a minimum grade-point average (GPA) of 3.20 in the eight entrance-to-major courses listed above.
- earned a minimum of 3.20 cumulative GPA

Students Who Entered Prior to Summer 2018

Students who entered the University prior to the summer 2018 semester should view the administrative enrollment controls for the semester that they entered the university (http://advising.psu.edu/entrance-major-requirements) on the Academic Advising Portal.

Degree Requirements

For the Bachelor of Science degree in Marketing, a minimum of 120 credits is required with at least 15 credits at the 400 level:

<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>14</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>73</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; 6 credits of GQ courses; 3 credits of GS 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 each course designated by the major as a C-required course, as specified by Senate Policy 82-44 (http://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 342</td>
<td>Socially Responsible, Sustainable and Ethical Business Practice</td>
<td>3</td>
</tr>
<tr>
<td>BA 411</td>
<td>Analyzing Business and Industry</td>
<td>3</td>
</tr>
<tr>
<td>BLAW 341</td>
<td>Business Law I: Introduction to Contracts, Liability Issues, and Intellectual Property</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>MIS 204</td>
<td>Introduction to Business Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>SCM 301</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
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</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>ACCTG 211</td>
<td>Financial and Managerial Accounting for Decision Making</td>
<td>4</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>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 450</td>
<td>Marketing Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

Supporting Courses and Related Areas

<table>
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<tr>
<th>Code</th>
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<th>Credits</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

Select 9 credits of the following:

<table>
<thead>
<tr>
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<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>MKTG 327</td>
<td>Retailing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 410</td>
<td>Personal Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 422</td>
<td>Advertising and Sales Promotion Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 426</td>
<td>Business Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 428</td>
<td>Advanced Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 437</td>
<td>Advanced Retailing and Merchandise Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 440</td>
<td>Services Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 443</td>
<td>Sports Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 445</td>
<td>Global Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

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</thead>
<tbody>
<tr>
<td>1</td>
<td>Attainment of 12th credit level proficiency in a single foreign language</td>
<td>4</td>
</tr>
</tbody>
</table>

Select 6 credits of supporting coursework (see Department List)

1 Proficiency must be demonstrated by either examination or coursework.

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)

University Park
Advising Center
Smeal College Undergraduate Education
202 Business Building
University Park, PA 16802
814-863-1947
uge@smeal.psu.edu

Suggested Academic Plan

University Park Campus and Commonwealth Campuses
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.

<table>
<thead>
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<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 110</td>
<td>Techniques of Calculus I</td>
<td>4</td>
</tr>
</tbody>
</table>
### Course Descriptions

1. Take all of the following Marketing courses (9 credits) - A grade of 'C or better' is required in all courses.

## Marketing Degree Requirements (MKTG):

### Program Year 2019

### University Requirements and General Education Notes:
a. MKTG 330  
b. MKTG 342  
c. MKTG 450W

2. Select three additional Marketing courses (9 credits) - A grade of ‘C or better’ is required in all courses.
   a. MKTG 327  
   b. MKTG 410  
   c. MKTG 422  
   d. MKTG 426  
   e. MKTG 428  
   f. MKTG 437  
   g. MKTG 440  
   h. MKTG 443  
   i. MKTG 445

Marketing Specialization Course Sequences

Brand Management (Select 3) -- MKTG 472 (Strategic Brand Management), MKTG 327, MKTG 422, MKTG 437, MKTG 445, MKTG 473 (Digital Marketing)

Consultative Selling (Select 3) -- MKTG 426, MKTG 410, MKTG 428, MKTG 440, MKTG 497 (Marketing Analytics)

Digital Marketing (Select 3) -- MKTG 497 (Digital Marketing Communication), MKTG 327, MKTG 422, MKTG 437, MKTG 445, MKTG 472 (Strategic Brand Management)

Marketing Analytics (Select 3) -- MKTG 497 (Marketing Analytics), MKTG 426, MKTG 473 (Digital Marketing)

Retail and Merchandise Marketing (Select 3) -- MKTG 327, MKTG 422, MKTG 437, MKTG 440

Sports Marketing (Select 3) -- MKTG 428, MKTG 443, MKTG 410, MKTG 449 (Sports Business Market Strategy)

General Marketing – students interested in a career in Marketing with broad opportunities upon graduation should select courses in the additional Marketing area based on interest and future career plans.

1. Select one Two-Piece Sequence from the following list (6 credits)
   a. Accounting - Select two courses from the following: ACCTG 404, ACCTG 471, ACCTG 472  
   b. Business Law - B LAW 424, B LAW 425, B LAW 441, B LAW 444, B LAW 446, B LAW 497, B LAW 499  
   c. Business Sustainability - BA 441 and BA 442  
   d. Economics - Select 3 credits of 300/400 level Economics and select 3 credits of 400 level Economics  
   e. Entrepreneurship - MGMT 425 and MGMT 480  
   f. Finance - Select two courses from the following: FIN 305, FIN 406, FIN 408  
   g. Information Systems Management - MIS 301 and MIS 446  
   h. International Business - Select two courses from the following: IB 303, IB 403, IB 404, IB 450, IB 460, IB 470, IB 497 Sustainability & International Business  
   i. Management - MGMT 326 and either MGMT 461 or MGMT 471  
   j. Real Estate - RM 303 and RM 450  
   k. Risk Management - RM 302 and either RM 440 or RM 475

I. Supply Chain and Information Systems - Select two courses from the following: SCM 404, SCM 405, SCM 406

Please Note: In lieu of completing a Two-Piece Sequence, students may complete one of the designated University minors listed below provided the minor has a minimum of six credits of 400-level course work that can be used in the two-piece category according to the course layout in the degree audit system.

Smeal College Minors
- Information Systems Management (ISM)
- International Business (IB)
- Legal Environment of Business (LEBUS)
- Supply Chain and Information Sciences & Technology (SCIST)

Liberal Arts Minor or Concurrent Major
- Economics (ECON)

College of IST Minor or Concurrent Major
- Information Sciences and Technology (IST)

Eberly College of Science Minor or Concurrent Majors
- Mathematics (MATH)
- Statistics (STAT)

World Language Minors and Concurrent Majors
- Arabic Language (ARAB)
- Chinese Language (CHNS)
- French and Francophone Studies (FR)
- German (GER)
- Greek (GREEK)
- Hebrew (HEBR)
- Italian (IT)
- Japanese Language (JAPNS)
- Korean Language (KORLG)
- Latin (LATIN)
- Portuguese (PORT)
- Russian (RUS)
- Spanish (SPAN)

Additional University Approved Minors for Marketing
- Digital Media Trends and Analytics (DMTA)
- Media Studies (MEDIA)
- Psychology (PSY)
- Sociology (SOC)

Contact
University Park
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455 Business Building
814-865-1869
marketing@smeal.psu.edu
https://php.smeal.psu.edu/smeal/contact/?contactID=mktg