

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, analytics, brand management, 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

To be eligible for entrance into the Marketing (MKTG) major, a degree candidate must be enrolled in the Smeal College of Business or the Division of Undergraduate Studies and satisfy requirements for entrance to the major.

Administrative Enrollment Controls

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 2021, Fall 2021, Spring 2022

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

- 40-59 graded Penn State credits (excludes transfer and AP credits)
- completed with a grade of C or better:
 - English - ENGL 15 or ENGL 30H or ESL 15 or ENGL 137H or CAS 137H
 - Mathematics - MATH 110 or MATH 140 or MATH 140B
 - Statistics - SCM 200 or SCM 200H or STAT 200
- completed ECON 102 or ECON 102H
- completed at Penn State (no substitutions or transfers) with a grade of C or better.

- Accounting - ACCTG 211 or ACCTG 211H
- Management - MGMT 301 or MGMT 301H or MGMT 301M or MGMT 301W
- Marketing - MKTG 301 or MKTG 301H or MKTG 301W
- Finance - FIN 301 or FIN 301H
- earned a minimum cumulative grade-point average (GPA) of 3.20

Students Who Entered Prior to Summer 2021

Students who entered the University from Summer 2018 through Spring 2021 should view the administrative enrollment controls in the appropriate Undergraduate Bulletin archive (<https://bulletins.psu.edu/undergraduate/archive/>). 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 (<https://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:

Requirement	Credits
General Education	45
Electives	14
Requirements for the Major	73

12 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 3 credits of GWS courses (ENGL 202D); 6 credits of GQ courses (MATH 110 or MATH 140 and SCM 200 or STAT 200); 3 credits of GS courses (ECON 102).

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.)

- **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>).

Code	Title	Credits
Prescribed Courses		
BA 342	Socially Responsible, Sustainable and Ethical Business Practice	3
BA 411	Analyzing Business and Industry	3
BLAW 341	Business Law I: Introduction to Contracts, Liability Issues, and Intellectual Property	3

ECON 102	Introductory Microeconomic Analysis and Policy	3
ECON 104	Introductory Macroeconomic Analysis and Policy	3
MIS 250	Introduction to Problem Solving with Spreadsheet Analysis and Information Systems Management	3
SCM 301	Supply Chain Management	3
<i>Prescribed Courses: Require a grade of C or better</i>		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4
ENGL 202D	Effective Writing: Business Writing	3
FIN 301	Corporation Finance	3
MGMT 301	Basic Management Concepts	3
MKTG 301	Principles of Marketing	3
MKTG 330	Consumer Behavior	3
MKTG 342	Marketing Research	3
MKTG 450W	Marketing Strategy	3

Additional Courses

Additional Courses: Require a grade of C or better

MATH 110	Techniques of Calculus I	4
or MATH 140	Calculus With Analytic Geometry I	
SCM 200	Introduction to Statistics for Business	4
or STAT 200	Elementary Statistics	
Select 9 credits from the following:		9
MKTG 327	Retailing	
MKTG 410	Personal Selling	
MKTG 422	Advertising and Sales Promotion Management	
MKTG 426	Business Marketing	
MKTG 428	Advanced Sales Management	
MKTG 437	Advanced Retailing and Merchandise Management	
MKTG 440	Services Marketing	
MKTG 442	Sustainable Behavior of Consumers, Firms, and Societies	
MKTG 443	Sports Marketing	
MKTG 445	Global Marketing	
MKTG 449	Sports Business Market Strategy	
MKTG 472	Strategic Brand Management	
MKTG 473	Digital Marketing	
MKTG 474	Marketing Analytics	

Supporting Courses and Related Areas

Attainment of 12th credit level proficiency in a single foreign language. Proficiency must be demonstrated by either examination or coursework.	4
Select 6 credits of supporting coursework. See Department List.	6

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 (<https://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
SmealAdvising@smeal.psu.edu

Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2021-22 academic year. To access previous years' suggested academic plans, please visit the archive (<https://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, B.S. at University Park 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

Fall	Credits Spring	Credits
PSU 6	1 MGMT 301 ^{1,2}	3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ) ^{1,2}	4 (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ) ^{1,2}	4
ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H ^{1,2}	3 World Language - Level Two ³	4
ECON 102 (GS) ²	3 General Education Course (US) ⁴	3
World Language - Level One ³	4	
	15	14

Second Year

Fall	Credits Spring	Credits
MKTG 301 ^{1,2}	3 FIN 301 ^{1,2}	3
ACCTG 211 ^{1,2}	4 SCM 301	3
ECON 104	3 CAS 100, ENGL 138T, or CAS 138T ¹	3
World Language - Level Three ³	4 MIS 250	3
General Education Course (IL) ⁴	3 General Education Course ⁴	3
	17	15

Third Year

Fall	Credits Spring	Credits
MKTG 330 or 342 ¹	3 MKTG 342 or 330 ¹	3

MKTG 4XX – MKTG Focus Area ¹	3 MKTG 4XX – MKTG Focus Area ¹	3
ENGL 202D ¹	3 Two-Piece Sequence (see Department List)	3
BLAW 341 or BA 342	3 BA 342 or BLAW 341	3
General Education Course ⁴	3 General Education Course ⁴	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
MKTG 450W (or MKTG 4XX - MKTG Focus Area) ¹	3 MKTG 450W (or MKTG 4XX – MKTG Focus Area) ¹	3
BA 411 (or Two-Piece Sequence (see Department List))	3 BA 411 (or Two-Piece Sequence (see Department List))	3
General Education Course ⁴	3 General Education Course ⁴	3
General Education Course (Z) ⁴	3 General Education Course ⁴	3
Elective ⁴	2 Elective ⁴	3
	14	15

Total Credits 120

- Course requires a grade of C or better
- Entrance-to-Major Course – complete prior to attaining 59 cumulative credits at Penn State
- Attain 12th credit level proficiency in a world language (0-12 credits). Credits required vary based on predetermined skill level. Balance of remaining credits are taken as electives.
- When planning general education and elective courses, students should factor in the following requirements:
 - 3 credits of United States Culture (US)
 - 3 credits of International Culture (IL)
 - 6 credits of Inter-Domain (N) and/or Linked (Z) coursework

University Requirements and General Education Notes:

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.

All incoming Schreyer Honors College first-year students at University Park will take ENGL 137H/CAS 137H in the fall semester and ENGL 138T/CAS 138T in the spring semester. These courses carry the GWS designation and replace both ENGL 30H and CAS 100. Each course is 3 credits.

College and Department Notes:

- I. The Smeal College of Business requires that the following entrance-to-major courses be taken at Penn State: ACCTG 211, MGMT 301, MKTG 301, and FIN 301.
- II. Pursuant to the Association to Advance Collegiate Schools of Business (AACSB) accreditation standards, the Smeal College of Business requires that all upper division courses within the departments sponsoring the major be completed in residence at University Park under the instruction of Smeal College faculty.
- III. MKTG_BS: MARKETING FOCUS AREA COURSE SEQUENCES
 - a. **Brand Management** – Select three courses from MKTG 472 Strategic Brand Management (core), MKTG 327 Retailing, MKTG 422 Advertising and Sales Promotion Management, MKTG 437 Advanced Retailing and Merchandise Management, MKTG 445 Global Marketing, or MKTG 473 Digital Marketing.
 - b. **Consultative Selling** – Select three courses from MKTG 428 Advanced Sales Management (core), MKTG 426 Business Marketing, MKTG 410 Personal Selling, MKTG 440 Services Marketing, or MKTG 474 Marketing Analytics.
 - c. **Digital Marketing** – Select three courses from MKTG 473 Digital Marketing (core), MKTG 327 Retailing, MKTG 422 Advertising and Sales Promotion Management, MKTG 437 Advanced Retailing and Merchandise Management, MKTG 445 Global Marketing, or MKTG 472 Strategic Brand Management.
 - d. **Marketing Analytics** – Select three courses MKTG 474 Marketing Analytics (core), MKTG 426 Business Marketing, MKTG 449 Sports Business Market Strategy, or MKTG 473 Digital Marketing.
 - e. **Retail and Merchandise Marketing** – Select three courses from MKTG 327 Retailing (core), MKTG 422 Advertising and Sales Promotion Management, MKTG 437 Advanced Retailing and Merchandise Management, and MKTG 440 Services Marketing.
 - f. **Sports Marketing** – Select three courses from MKTG 443 Sports Marketing (core), MKTG 428 Advanced Sales Management, MKTG 410 Personal Selling, or MKTG 449 Sports Business Marketing Strategy.
 - g. **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.

Marketing, B.S. at 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.

First Year

Fall	Credits Spring	Credits
First-Year Seminar (if required by Campus)	1-0 MGMT 301 ^{1,2}	3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ) ^{1,2}	4 (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ) ^{1,2}	4
ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H ^{1,2}	3 World Language - Level Two ³	4
ECON 102 (GS) ²	3 General Education Course (US) ⁴	3
World Language - Level One ³	4	
15-14		14

Second Year

Fall	Credits Spring	Credits
MKTG 301 ^{1,2}	3 FIN 301 ^{1,2}	3
ACCTG 211 ^{1,2}	4 ENGL 202D ^{1,2}	3
ECON 104	3 CAS 100, ENGL 138T, or CAS 138T ¹	3
World Language - Level Three ³	4 General Education Course ⁴	3
General Education Course (IL) ⁴	3 General Education Course ⁴	3
17		15

Third Year

Fall	Credits Spring	Credits
MKTG 330 or 342 ¹	3 MKTG 342 or 330 ¹	3
MKTG 4XX – MKTG Focus Area ¹	3 MKTG 4XX – MKTG Focus Area ¹	3
SCM 301	3 General Education Course (N) ⁴	3
BLAW 341 or BA 342	3 BA 342 or BLAW 341	3
MIS 250	3 General Education Course ⁴	3
15		15

Fourth Year

Fall	Credits Spring	Credits
MKTG 450W (or MKTG 4XX - MKTG Focus Area) ¹	3 MKTG 450W (or MKTG 4XX – MKTG Focus Area) ¹	3
BA 411 (or General Education Course) ⁴	3 BA 411 (or General Education Course) ⁴	3
Two-Piece Sequence (see Department List)	3 Two-Piece Sequence (see Department List)	3
General Education Course (Z) ⁴	3 General Education Course ⁴	3

Elective ⁴	2-3 Elective ⁴	3
14-15		15

Total Credits 120

- ¹ Course requires a grade of C or better
- ² Entrance-to-Major Course – complete prior to attaining 59 cumulative credits at Penn State
- ³ Attain 12th credit level proficiency in a world language (0-12 credits). Credits required vary based on predetermined skill level. Balance of remaining credits are taken as electives.
- ⁴ When planning general education and elective courses, students should factor in the following requirements:
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College and Department Notes:

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 - b. **Consultative Selling** – Select three courses from MKTG 428 Advanced Sales Management (core), MKTG 426 Business Marketing, MKTG 410 Personal Selling, MKTG 440 Services Marketing, or MKTG 474 Marketing Analytics.
 - c. **Digital Marketing** – Select three courses from MKTG 473 Digital Marketing (core), MKTG 327 Retailing, MKTG 422 Advertising and Sales Promotion Management, MKTG 437 Advanced Retailing and Merchandise Management, MKTG 445 Global Marketing, or MKTG 472 Strategic Brand Management.

- d. **Marketing Analytics** – Select three courses MKTG 474 Marketing Analytics (core), MKTG 426 Business Marketing, MKTG 449 Sports Business Market Strategy, or MKTG 473 Digital Marketing.
- e. **Retail and Merchandise Marketing** – Select three courses from MKTG 327 Retailing (core), MKTG 422 Advertising and Sales Promotion Management, MKTG 437 Advanced Retailing and Merchandise Management, and MKTG 440 Services Marketing.
- f. **Sports Marketing** – Select three courses from MKTG 443 Sports Marketing (core), MKTG 428 Advanced Sales Management, MKTG 410 Personal Selling, or MKTG 449 Sports Business Marketing Strategy.
- g. **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.

Accreditation

The Smeal College of Business B.S. degree in Marketing (MKTG_BS) is recognized by the AACSB (Association to Advance Collegiate Schools of Business) as an accredited program after completing a meticulous internal review and meeting all AACSB standards and requirements.

MORE INFORMATION ABOUT THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (<https://www.aacsb.edu>)

Contact

University Park

DEPARTMENT OF MARKETING
455 Business Building
814-865-1869
marketing@smeal.psu.edu

<https://www.smeal.psu.edu/marketing> (<https://www.smeal.psu.edu/marketing/>)

Ask A Question: <https://directory.smeal.psu.edu/contact/mktg> (<https://directory.smeal.psu.edu/contact/mktg/>)