

MARKETING, B.S. (BUSINESS)

Begin Campus: Any Penn State Campus

End Campus: University Park

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 2024, Fall 2024, Spring 2025

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

- 36-59 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), in addition with a quality grade of "C" or better and no alternative or Pass/Fail (PS) grading:
 - 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 3.25

Students Who Entered Prior to Summer 2024

Students who entered the University from Summer 2018 through Spring 2024 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 consult with their academic adviser about the administrative enrollment controls in effect for the semester they entered the university.