# Marketing, B.S. (Business)

## Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2023-24 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 contains 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
- (MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ)\(^1,2\)
- ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H\(^1,2\)
- ECON 102 (GS)
- World Language - Level One\(^3\)

### Credits
- 15

### Spring
- PSU 6
- ACCTG 211\(^1,2\)
- ECON 104
- World Language - Level Three\(^3\)
- General Education Course (IL)\(^4\)

### Credits
- 15

## Second Year

### Fall
- MKTG 301\(^1,2\)
- ACCTG 211\(^1,2\)
- ECON 104
- General Education Course (IL)\(^4\)

### Credits
- 15

### Spring
- BA 411 (or Two-Piece Sequence)\(^5\)
- General Education Course\(^4\)
- Elective\(^4\)

### Credits
- 15

## Third Year

### Fall
- MKTG 330 or 342\(^1,7\)
- MKTG 4XX – Marketing Elective\(^1,6\)
- ENGL 202D\(^1\)
- BLAW 341 or BA 342

### Credits
- 14

## Fourth Year

### Fall
- MKTG 450W (or MKTG 4XX - Marketing Elective)\(^1,6\)
- BA 411 (or Two-Piece Sequence)\(^5\)
- General Education Course\(^4\)
- Elective\(^4\)

### Credits
- 14

### Spring
- MKTG 450W (or MKTG 4XX - Marketing Elective)\(^1,6\)
- General Education Course\(^4\)
- Elective\(^4\)

### Credits
- 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:
   - 3 credits of United States Culture (US)
   - 3 credits of International Culture (IL)
   - 6 credits of Inter-Domain (N) and/or Linked (Z) coursework
5. See the Two-Piece Sequence list on the Marketing Department website.
6. See the Marketing Tracks on the Marketing website for selecting the MKTG 4XX courses appropriate for your area of interest.
7. MKTG 330 and MKTG 342 must be completed during the first two semesters of enrolling in the MKTG major in order to meet prerequisite requirements for advanced marketing courses.

## University Requirements and General Education Notes:

US and IL are abbreviations used to designate courses that satisfy Cultural Diversity 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.

General Education includes Foundations (GWS and GQ), Knowledge Domains (GHW, GN, GA, GH, GS) and Integrative Studies (Inter-domain) requirements. N or Q (Honors) is the suffix at the end of a course number used to help identify an Inter-domain course, but the inter-domain attribute is used to fill audit requirements. Foundations courses (GWS and GQ) require a grade of ‘C’ or better.

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:

- Required courses (GWS and GQ) require a grade of ‘C’ or better.
- Some courses (e.g., ENGL 137H/CAS 137H) are required first-term and second-term to meet prerequisites.
- 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.
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I. The Smeal College of Business requires that the following entrance-to-major courses be taken at Penn State for a letter grade of C or better: 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 Tracks - Select One Track from the following

   a. General Marketing Management -

   b. Business Development and Sales Specialty -
      i. Select two courses from MKTG 410 Personal Selling, MKTG 426 Business Marketing, MKTG 428 Advanced Sales Management, and MKTG 440 Services Marketing.
      ii. Select one course from MKTG 422 Advertising and Sales Promotion Management, MKTG 442 Sustainable Behavior of Consumers, Firms, and Societies, MKTG 443 Sports Marketing, MKTG 445 Global Marketing, and MKTG 473 Digital Marketing.

   c. Strategic Insights and Analytics Specialty -
      i. Select two courses from MKTG 437 Advanced Retailing and Merchandise Management, MKTG 449 Sports Business Marketing Strategy, MKTG 472 Strategic Brand Management, MKTG 474 Marketing Analytics, and MKTG 495A Penn State Prime Practicum.
      ii. Select one course from MKTG 422 Advertising and Sales Promotion Management, MKTG 442 Sustainable Behavior of Consumers, Firms, and Societies, MKTG 443 Sports Marketing, MKTG 445 Global Marketing, and MKTG 473 Digital Marketing.
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

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<tr>
<td>1-0</td>
<td>MGMT 301</td>
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<td>(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ)</td>
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<td>4</td>
<td>(SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ)</td>
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<td>3</td>
<td>ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H</td>
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<td>4</td>
<td>World Language - Level Two</td>
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Second Year

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<td>ENGL 202</td>
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<td>CAS 100, ENGL 138T, or CAS 138T</td>
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<td>World Language - Level Three</td>
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<td>General Education Course</td>
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Third Year

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<td>MGMT 342 or 330</td>
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<td>MGMT 4XX - Marketing Elective</td>
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<td>SCM 301</td>
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<td>General Education Course (N)</td>
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Fourth Year

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<th>Credits</th>
<th>Spring</th>
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<tr>
<td>3</td>
<td>MGMT 450W (or MGMT 4XX - Marketing Elective)</td>
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<tr>
<td>3</td>
<td>BA 411 (or Two-Piece Sequence)</td>
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<td>Two-Piece Sequence (see Department List)</td>
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