

MARKETING, B.S. (BUSINESS)

Begin Campus: Any Penn State Campus

End Campus: University Park

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:

- 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

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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

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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

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- 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.
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