MARKETING, B.S.  
(HARRISBURG)

Begin Campus: Any Penn State Campus  
End Campus: Harrisburg, World Campus

Program Description  
This major is designed for students interested in careers involving sales, promotion, services, distribution, research, and planning for business and the public sector. The major provides students with key concepts and methods of analysis in marketing. It focuses on understanding customer needs, developing products or services, creating and implementing marketing plans, monitoring customer responses, and projecting marketing activities for the future.

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.

You Might Like This Program If...  
• You have an aptitude and interest in sales and promotion.  
• You have strong communication skills.  
• You enjoy working with people and understanding their needs and motivations.  
• You want a career in market research, advertising, service industries or product management.

Entrance to Major  
Entry to the Marketing major requires the completion of 8 entry-to-major courses: ACCTG 211, ECON 102, ENGL 15 or ENGL 30, FIN 301, MATH 110 or MATH 140, MGMT 301, MKTG 301, SCM 200 or STAT 200; and a 2.00 or higher cumulative grade-point average.

Additional information about this major is available in the office of the Director of Undergraduate Studies, School of Business at Penn State Harrisburg.

Degree Requirements  
For the Bachelor of Science degree in Marketing, a minimum of 120 credits is required:

<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>8</td>
</tr>
<tr>
<td>Requirements for the Major</td>
<td>79</td>
</tr>
</tbody>
</table>

At least 50 percent of the business credit hours required for the degree must be taken at the Capital College. No more than 60 credits should be from business and business-related 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

12 of these 45 credits are included in the Requirements for the Major.

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
This includes 12 credits of General Education Courses: 3 credits of GWS courses; 3 credits of GS courses; 6 credits of GQ courses.

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
--- | --- | ---
ACCTG 211 | Financial and Managerial Accounting for Decision Making | 4
ENGL 202D | Effective Writing: Business Writing | 3
ECON 102 | Introductory Microeconomic Analysis and Policy | 3
FIN 301 | Corporation Finance | 3
MGMT 301 | Basic Management Concepts | 3
BA 364 | International Business and Society | 3
BA 462 | Business Strategy | 3
ECON 104 | Introductory Macroeconomic Analysis and Policy | 3
MIS 204 | Introduction to Business Information Systems | 3
MIS 390 | Information Systems Management and Applications | 3
SCM 301 | Supply Chain Management | 3

*Prescribed Courses: Require a grade of C or better*

### Code | Title | Credits
--- | --- | ---
MKTG 301 | Principles of Marketing | 3
MKTG 330 | Consumer Behavior | 3
MKTG 342 | Marketing Research | 3
MKTG 450 | Marketing Strategy | 3

### Additional Courses

#### Code | Title | Credits
--- | --- | ---
MATH 110 or MATH 140 | Techniques of Calculus I | 4
SCM 200 or STAT 200 | Introduction to Statistics for Business | 4
BA 241 or BA 243 | Legal Environment of Business and Social and Ethical Environment of Business | 4

*Additional Courses: Require a grade of C or better*

### Select three of the following:

- ECON 342 | Industrial Organization | 3
- MKTG 302 | Marketing Techniques for Electronic Commerce | 3

### Supporting Courses and Related Areas
Select 12 credits from 200-400 level business courses from: ACCTG, BA, ECON, FIN, MIS, MGMT, MKTG, or SCM in consultation with an academic adviser and in support of the student's interests.

### 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 need 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)

### Harrisburg
Erdener Kaynak, Ph.D.
Program Coordinator
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Middletown, PA 17057
717-948-6343
k9x@psu.edu

### World Campus
Undergraduate Academic Advising
301 Outreach Building
University Park, PA 16802
814-863-3283
advising@outreach.psu.edu

### Suggested Academic Plan

#### Harrisburg 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 derive an academic plan that is appropriate for you.

#### First Year

<table>
<thead>
<tr>
<th>Term</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Fall</td>
<td>ENGL 15 or 30*</td>
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</tr>
<tr>
<td></td>
<td>MATH 110 or 140#*</td>
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<td>General Education Course</td>
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* CAS 100‡
# MGMT 301"
ECON 102** | 3 | General Education Course | 3
General Education Course (GHW) | 1.5 | General Education Course | 3

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** Course is an Entrance to Major requirement
‡ Course requires a grade of C or better for General Education
*

Second Year

<table>
<thead>
<tr>
<th>Fall</th>
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<th>Spring</th>
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<tr>
<td>ACCTG 211</td>
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<td>FIN 301</td>
<td>3</td>
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<tr>
<td>MKTG 301**</td>
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<td>MIS 204</td>
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<td>ENGL 202†</td>
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Third Year

<table>
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<tr>
<th>Fall</th>
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<tr>
<td>BA 241</td>
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<td>MKTG 342*</td>
<td>3</td>
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<tr>
<td>BA 242</td>
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<tr>
<td>ECON 104</td>
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<td>SCM 301</td>
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<td>Non-Business Elective</td>
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<tr>
<td>MKTG 330¢</td>
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<tr>
<td>General Education Course (GHW)</td>
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Fourth Year

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<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select 6 credits from *</td>
<td>6</td>
<td>MKTG 450W</td>
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</tr>
<tr>
<td>200-400 level Business courses in consultation with adviser</td>
<td>6 Non-Business Elective</td>
<td>3</td>
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<tr>
<td>200-400 level Business courses in consultation with adviser</td>
<td>6</td>
<td></td>
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</tbody>
</table>

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Total Credits 118-119

* Course requires a grade of C or better for the major
‡ Course requires a grade of C or better for General Education

# Course is an Entrance to Major requirement

† Course satisfies General Education and degree requirement

1 MKTG 300 - Consumer Behavior, offered in both Fall and Spring semesters.
MKTG 342 - Marketing Research, offered in both Fall and Spring semesters.
MKTG 450W - Marketing Strategy, offered in both Fall and Spring semesters.

2 Select 3 credits from:
MKTG 302 - Marketing Techniques for Electronic Commerce; MKTG 327 - Retailing; MKTG 422 - Advertising and Sales Promotion Management; MKTG 445 - Global Marketing (US); MKTG 476 - Sales Management; MKTG 478 - Services Marketing Management; MKTG 485 - Business-to-Business Marketing; ECON 342 - Industrial Organization

3 Select 6 credits from:
MKTG 302 - Marketing Techniques for Electronic Commerce; MKTG 327 - Retailing; MKTG 422 - Advertising and Sales Promotion Management; MKTG 445 - Global Marketing (US); MKTG 476 - Sales Management; MKTG 478 - Services Marketing Management; MKTG 485 - Business-to-Business Marketing; ECON 342 - Industrial Organization

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.

Program Notes

• Courses required for the major must be generally taken within 10 years of entrance to major.
• MKTG 495 - Internship satisfies a business support requirement. For more information, contact the Marketing Program Coordinator.
• Students must complete a 3-credit course in "United States Cultures (US)" and a 3-credit course in "International Cultures (IL)." B A 364Y (US/IL) may be used to meet either the IL or US requirement, but may be used to fulfill only 3 of the 6 credit requirement.

Career Paths

Graduates of Penn State Harrisburg’s Marketing program can pursue career opportunities in marketing and sales management, advertising, marketing research, retail, public policy, public relations, education and training, and consumer affairs. These opportunities can be found in many settings including small business, large corporations, government, health care, educational institutions, and nonprofit organizations.

MORE INFORMATION (https://harrisburg.psu.edu/business-administration/marketing/bachelor-science-marketing)
Opportunities for Graduate Studies
The School of Business Administration offers a limited number of academically superior Bachelor of Science in Marketing candidates the opportunity to enroll in an integrated, continuous program of study leading to both the Bachelor of Science in Marketing and the Master of Business Administration.

MORE INFORMATION (https://harrisburg.psu.edu/business-administration/marketing/integrated-bs-in-marketing-mba)

Contact
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717-948-6139
cxs879@psu.edu

http://harrisburg.psu.edu/business-administration/marketing/bachelor-science-marketing

World Campus
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https://www.worldcampus.psu.edu/degrees-and-certificates/penn-state-online-marketing-bachelors-degree/overview