

MARKETING, B.S. (CAPITAL)

Begin Campus: Any Penn State Campus

End Campus: Harrisburg, World Campus

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 Harrisburg Campus and World 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
ENGL 15, 15S, 30T, or ESL 15 [‡] #	3 CAS 100A or 100S [‡]	3
MATH 110 or 140 ^{#†}	4 STAT 200 or SCM 200 ^{#†}	4
General Education Course	3 MGMT 301 [#]	3
ECON 102 ^{#†}	3 General Education Course	3
General Education Course	1.5 General Education Course	3
	14.5	16

Second Year

Fall	Credits Spring	Credits
ACCTG 211 [#]	4 FIN 301 [#]	3
MKTG 301 ^{*#}	3 MIS 204 or 250	3
General Education Course	3 ENGL 202D [‡]	3
General Education Course	3 General Education Course	3
General Education Course	3 General Education Course	3
	16	15

Third Year

Fall	Credits Spring	Credits
BA 241	2 MKTG 342 [*]	3
BA 242	2 MIS 390	3
ECON 104	3 300-400 level MKTG ^{*1}	3
SCM 301	3 Non-Business Elective	3
MKTG 330 [*]	3 Non-Business Elective	2
General Education Course (GHW)	1.5	
	14.5	14

Fourth Year

Fall	Credits Spring	Credits
BA 364Y	3 BA 462	3

300-400 level MKTG ^{*1}	6 MKTG 450W [*]	3
200-400 level Business courses in consultation with adviser	6 Non-Business Elective	3
	200-400 level Business courses in consultation with adviser	6
	15	15

Total Credits 120

* 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 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

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.

Advising 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 364 (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.
- 30 credits of GA, GH, GHW, GN, and GS to include 6 Integrative Studies credits.
- 15 credits of GQ and GWS require a grade of "C" or better.