

# MARKETING, B.S. (BUSINESS)

**Begin Campus:** Any Penn State Campus

**End Campus:** University Park

## Program Description

This major provides professional education leading to positions in business, government, and other organizations, and helps prepare the student for advanced study at the graduate level. Career opportunities are in marketing management, sales management, advertising, marketing research, retailing, public policy, and consumer affairs. In addition to following a planned course sequence in general marketing management, the students may elect course work that focuses on their interests in consumer or business-to-business marketing, physical goods or services marketing, retail marketing, analytics, brand management, and for-profit or not-for-profit marketing.

The Marketing major is designed to be integrated with the college's professional education in business and builds on that program and on education in the social sciences.

## What is Marketing?

Marketing is a broad field that seeks to understand consumer, firm, and societal behaviors and subsequently identify ideas, products, services, and methodological approaches that deliver value. According to the American Marketing Association, Marketing involves "the set of institutions and processes for creating, communicating, delivering, and exchanging offerings valuable to customers, clients, partners, and society at large. Not only does marketing guide firms' managerial decisions in the marketplace, but it also offers insights into consumer awareness, public policy making, and non-commercial exchange of value (e.g., altruistic giving)."

MORE INFORMATION ABOUT MARKETING (<https://undergrad.smeal.psu.edu/majors/marketing/>)

## 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 2023, Fall 2023, Spring 2024

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 2023

Students who entered the University from Summer 2018 through Spring 2023 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.

## Degree Requirements

**For the Bachelor of Science degree in Marketing, a minimum of 120 credits is required with at least 15 credits at the 400 level:**

Requirement	Credits
General Education	45
Electives	14
Requirements for the Major	73

**12 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 3 credits of GWS courses (ENGL 202D); 6 credits of GQ courses (MATH 110 or MATH 140 and SCM 200 or STAT 200); 3 credits of GS courses (ECON 102).**

## Requirements for the Major

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 (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/#82-44>).

Code	Title	Credits
<b>Prescribed Courses</b>		
BA 342	Socially Responsible, Sustainable and Ethical Business Practice	3
BA 411	Analyzing Business and Industry	3
BLAW 341	Business Law I: Introduction to Contracts, Liability Issues, and Intellectual Property	3
ECON 102	Introductory Microeconomic Analysis and Policy	3
ECON 104	Introductory Macroeconomic Analysis and Policy	3
MIS 250	Introduction to Problem Solving with Spreadsheet Analysis and Information Systems Management	3
SCM 301	Supply Chain Management	3

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

ACCTG 211	Financial and Managerial Accounting for Decision Making	4
ENGL 202D	Effective Writing: Business Writing	3
FIN 301	Corporation Finance	3
MGMT 301	Basic Management Concepts	3
MKTG 301	Principles of Marketing	3
MKTG 330	Consumer Behavior	3
MKTG 342	Marketing Research	3
MKTG 450W	Marketing Strategy	3

#### Additional Courses

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

MATH 110 or MATH 140	Techniques of Calculus I Calculus With Analytic Geometry I	4
SCM 200 or STAT 200	Introduction to Statistics for Business Elementary Statistics	4

Select 9 credits from the following: 9

MKTG 327	Retailing
MKTG 410	Personal Selling
MKTG 422	Advertising and Sales Promotion Management
MKTG 426	Business Marketing
MKTG 428	Advanced Sales Management
MKTG 437	Advanced Retailing and Merchandise Management
MKTG 440	Services Marketing
MKTG 442	Sustainable Behavior of Consumers, Firms, and Societies
MKTG 443	Sports Marketing
MKTG 445	Global Marketing
MKTG 449	Sports Business Market Strategy
MKTG 472	Strategic Brand Management
MKTG 473	Digital Marketing
MKTG 474	Marketing Analytics

#### Supporting Courses and Related Areas

Attainment of 12th credit level proficiency in a single foreign language. Proficiency must be demonstrated by either examination or coursework.	4
Select 6 credits of supporting coursework. See Department List.	6

## 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 (<https://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 and Inter-Domain courses do not meet this requirement.)

- Quantification (GQ): 6 credits
- Writing and Speaking (GWS): 9 credits

## Breadth in the Knowledge Domains (Inter-Domain courses do not meet this requirement.)

- Arts (GA): 3 credits
- Health and Wellness (GHW): 3 credits
- Humanities (GH): 3 credits
- Social and Behavioral Sciences (GS): 3 credits
- Natural Sciences (GN): 3 credits

## Integrative Studies

- Inter-Domain Courses (Inter-Domain): 6 credits

## Exploration

- GN, may be completed with Inter-Domain courses: 3 credits
- GA, GH, GN, GS, Inter-Domain courses. This may include 3 credits of World Language course work beyond the 12th credit level or the requirements for the student's degree program, whichever is higher: 6 credits

## 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 (<https://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.

## 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 needed to plan the chosen program of study, and referrals to other specialized resources.

READ SENATE POLICY 32-00: ADVISING POLICY (<https://senate.psu.edu/policies-and-rules-for-undergraduate-students/32-00-advising-policy/>)

## University Park

### Advising Center

Smeal College Undergraduate Education  
202 Business Building  
University Park, PA 16802  
814-863-1947  
[SmealAdvising@semeal.psu.edu](mailto:SmealAdvising@semeal.psu.edu)

## 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	Credits Spring	Credits
PSU 6	1 MGMT 301 <sup>1,2</sup>	3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ) <sup>1,2</sup>	4 (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ) <sup>1,2</sup>	4
ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H <sup>1,2</sup>	3 World Language - Level Two <sup>3</sup>	4
ECON 102 (GS) <sup>2</sup>	3 General Education Course (US) <sup>4</sup>	3

World Language - Level One <sup>3</sup>	4	
	<b>15</b>	<b>14</b>
<b>Second Year</b>		
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
MKTG 301 <sup>1,2</sup>	3 FIN 301 <sup>1,2</sup>	3
ACCTG 211 <sup>1,2</sup>	4 SCM 301	3
ECON 104	3 CAS 100, ENGL 138T, or CAS 138T <sup>1</sup>	3
World Language - Level Three <sup>3</sup>	4 MIS 250	3
General Education Course (IL) <sup>4</sup>	3 General Education Course <sup>4</sup>	3
	<b>17</b>	<b>15</b>
<b>Third Year</b>		
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
MKTG 330 or 342 <sup>1,7</sup>	3 MKTG 342 or 330 <sup>1,7</sup>	3
MKTG 4XX – Marketing Elective <sup>1,6</sup>	3 MKTG 4XX – Marketing Elective <sup>1,6</sup>	3
ENGL 202D <sup>1</sup>	3 Two-Piece Sequence (see Department List)	3
BLAW 341 or BA 342	3 BA 342 or BLAW 341	3
General Education Course <sup>4</sup>	3 General Education Course <sup>4</sup>	3
	<b>15</b>	<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>	<b>Credits Spring</b>	<b>Credits</b>
MKTG 450W (or MKTG 4XX - Marketing Elective) <sup>1,6</sup>	3 MKTG 450W (or MKTG 4XX – Marketing Elective) <sup>1,6</sup>	3
BA 411 (or Two-Piece Sequence) <sup>5</sup>	3 BA 411 (or Two-Piece Sequence) <sup>5</sup>	3
General Education Course <sup>4</sup>	3 General Education Course <sup>4</sup>	3
General Education Course (Z) <sup>4</sup>	3 General Education Course <sup>4</sup>	3
Elective <sup>4</sup>	2 Elective <sup>4</sup>	3
	<b>14</b>	<b>15</b>

### Total Credits 120

<sup>1</sup> Course requires a grade of C or better

<sup>2</sup> Entrance-to-Major Course – complete prior to attaining 59 cumulative credits at Penn State

<sup>3</sup> Attain 12<sup>th</sup> 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.

<sup>4</sup> 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

<sup>5</sup> See the Two-Piece Sequence list on the Marketing Department website.

<sup>6</sup> See the Marketing Tracks on the Marketing website for selecting the MKTG 4XX courses appropriate for your area of interest.

<sup>7</sup> 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 satisfy a portion of that General Education requirement. If the student's program prescribes GWS these courses will replace both ENGL 15/ENGL 30H and CAS 100A/CAS 100B/CAS 100C. Each course is 3 credits.

**College and Department Notes:**

- 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 -**
    - i. Select three courses from MKTG 410 Personal Selling, MKTG 426 Business Marketing, MKTG 428 Advanced Sales Management, MKTG 437 Advanced Retailing and Merchandise Management, MKTG 440 Services Marketing, MKTG 449 Sports Business Marketing Strategy, MKTG 472 Strategic Brand Management, MKTG 474 Marketing Analytics, and MKTG 495A Penn State Prime Practicum.
  - 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

Fall	Credits Spring	Credits
First-Year Seminar (if required by Campus)	1-0 MGMT 301 <sup>1,2</sup>	3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ) <sup>1,2</sup>	4 (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ) <sup>1,2</sup>	4
ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H <sup>1,2</sup>	3 World Language - Level Two <sup>3</sup>	4
ECON 102 (GS) <sup>2</sup>	3 General Education Course (US) <sup>4</sup>	3
World Language - Level One <sup>3</sup>	4	
	<b>15-14</b>	<b>14</b>

### Second Year

Fall	Credits Spring	Credits
MKTG 301 <sup>1,2</sup>	3 FIN 301 <sup>1,2</sup>	3
ACCTG 211 <sup>1,2</sup>	4 ENGL 202D <sup>1</sup>	3
ECON 104	3 CAS 100, ENGL 138T, or CAS 138T <sup>1</sup>	3
World Language - Level Three <sup>3</sup>	4 General Education Course <sup>4</sup>	3
General Education Course (IL) <sup>4</sup>	3 General Education Course <sup>4</sup>	3
	<b>17</b>	<b>15</b>

### Third Year

Fall	Credits Spring	Credits
MKTG 330 or 342 <sup>1,7</sup>	3 MKTG 342 or 330 <sup>1,7</sup>	3
MKTG 4XX – Marketing Elective <sup>1,6</sup>	3 MKTG 4XX – Marketing Elective <sup>1,6</sup>	3
SCM 301	3 General Education Course (N) <sup>4</sup>	3
BLAW 341 or BA 342	3 BA 342 or BLAW 341	3
MIS 250	3 General Education Course <sup>4</sup>	3
	<b>15</b>	<b>15</b>

### Fourth Year

Fall	Credits Spring	Credits
MKTG 450W (or MKTG 4XX - Marketing Elective) <sup>1,6</sup>	3 MKTG 450W (or MKTG 4XX – Marketing Elective) <sup>1,6</sup>	3
BA 411 (or Two-Piece Sequence) <sup>5</sup>	3 BA 411 (or Two-Piece Sequence) <sup>5</sup>	3
Two-Piece Sequence (see Department List)	3 Two-Piece Sequence (see Department List)	3
General Education Course (Z) <sup>4</sup>	3 General Education Course <sup>4</sup>	3

Elective <sup>4</sup>	2-3 Elective <sup>4</sup>	3
	<b>14-15</b>	<b>15</b>

### Total Credits 120

- <sup>1</sup> Course requires a grade of C or better
- <sup>2</sup> Entrance-to-Major Course – complete prior to attaining 59 cumulative credits at Penn State
- <sup>3</sup> Attain 12<sup>th</sup> 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.
- <sup>4</sup> 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
- <sup>5</sup> See the Two-Piece Sequence list on the Marketing Department website.
- <sup>6</sup> See the Marketing Tracks on the Department website for selecting the MKTG 4XX courses appropriate for your area of interest.
- <sup>7</sup> 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.

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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.

### College and Department Notes:

- 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.
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  - a. **General Marketing Management -**
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  - 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

## Accreditation

The Smeal College of Business B.S. degree in Marketing (MKTG\_BS) is recognized by the AACSB (Association to Advance Collegiate Schools of Business) as an accredited program after completing a meticulous internal review and meeting all AACSB standards and requirements.

MORE INFORMATION ABOUT THE ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (<https://www.aacsb.edu>)

## Contact

### University Park

DEPARTMENT OF MARKETING  
455 Business Building  
814-865-1869  
[marketing@smeal.psu.edu](mailto:marketing@smeal.psu.edu)

<https://www.smeal.psu.edu/marketing> (<https://www.smeal.psu.edu/marketing/>)

**Ask A Question:** <https://directory.smeal.psu.edu/contact/mktg> (<https://directory.smeal.psu.edu/contact/mktg/>)