Bachelor of Science in Marketing

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.

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Curriculum
For the B.S. degree in Marketing, a minimum of 120 credits is required. At least 50 percent of the Business credit hours required for the degree must be taken at Penn State Harrisburg. No more than 61 credits should be from Business and Business-related courses.

Courses
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In addition to General Education requirements (45 credits), this major requires the following:

**FIRST-YEAR SEMINAR:**
(Included in ELECTIVES or GENERAL EDUCATION course selection)

**UNITED STATES CULTURES AND INTERNATIONAL CULTURES:**
(Included in REQUIREMENTS FOR THE MAJOR)

**WRITING ACROSS THE CURRICULUM:**
(Included in REQUIREMENTS FOR THE MAJOR)

**ELECTIVES:** Select 8 credits of non-business courses.

**REQUIREMENTS FOR THE MAJOR:** 79 credits
(This includes 12 credits of General Education Courses: 3 credits of GWS courses; 3 credits of GS courses; 6 credits of GQ courses.)

**PRESCRIBED COURSES** (46 credits)
ACCTG 211(4) (Sem: 1-4)
ENGL 202D GWS(3), ECON 102 GS(3), FIN 301(3), MGMT 301(3), MKTG 301(3) (Sem: 1-4)
B A 364Y US;IL(3), B A 462(3), ECON 104 GS(3), MIS 204(3), MIS 390(3), SCM 301(3) (Sem: 5-8)
MKTG 330(3), MKTG 342(3), MKTG 450W(3) (Sem: 5-8)

**ADDITIONAL COURSES** (21 credits)
Select 4 credits from MATH 110 GQ(4) or MATH 140 GQ(4) (Sem: 1-4)
Select 4 credits from SCM 200 GQ(4) or STAT 200 GQ(4) (Sem: 1-4)
B A 243(4) or B A 241(2) and B A 242(2) (Sem: 5-6)
Select 9 credits from the following: ECON 342(3), MKTG 302(3), MKTG 327(3), MKTG 422(3), MKTG 445 IL(3), MKTG 476(3), MKTG 478(3), MKTG 485(3) (Sem: 5-8)

**SUPPORTING COURSES AND RELATED AREAS** (12 credits)
Select 12 credits from 200-400 level business courses from:
ACCTG, B A, ECON, FIN, MIS, MGMT, MKTG, or SCM in consultation with an academic adviser and in support of the student's interests. (Sem: 3-8)

Undergraduate Admissions Requirements
Minimum high school course requirements for admission to baccalaureate (four-year) degree programs are listed below. Keep in mind that specific programs may have additional requirements or recommendations.

**English**
Four units, including one unit each in composition and literature, are required.

**Social Studies/Art/Humanities**
Three units in any combination of social studies, arts, and humanities are required.

**World Language**
Two units in a single world language other than English are required. However, a student may be admitted with fewer than two units in a world language other than English, but must correct this deficiency by the time s/he earns 60 credits or graduates from Penn State, whichever comes first. This deficiency may be corrected by passing one three- or four-credit college level world language course or by demonstrating proficiency equivalent to two units of high school world language study.

Either a third unit in the same language or an additional unit in a second world language other than English is recommended.

**Science**
Three units of science are required
Preparation in chemistry and physics is recommended but not required for our Science and Engineering/Engineering Technology programs

**Math**
Three units of mathematics are required (four are recommended), selected from any combination of algebra, geometry, and trigonometry
Some programs have additional mathematics requirements.
Our Business, Engineering/Engineering Technology, and Science programs require one-half unit of trigonometry or higher level math within the required three units
Penn State requires proof of graduation or a GED for admission to four-year degree programs.

*In most high school curricula, one unit = one year.

Visit Undergraduate Admissions: Admissions Requirements for more information (http://goo.gl/eVGAMB)