

MARKETING, B.S. (BEHREND)

Seven Penn State campuses are scheduled for closure after Spring 2027: DuBois, Fayette, New Kensington, Mont Alto, Shenango, Wilkes-Barre, and York. New students are not being admitted at these campuses.

Begin Campus: Any Penn State Campus

End Campus: Erie

Suggested Academic Plan

The suggested academic plan(s) listed on this page are the plan(s) that are in effect during the 2026-27 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.

Marketing, B.S. at Erie 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 or 30H ^{*†‡}	3 CAS 100A, 100B, or 100C ^{†‡}	3
MATH 110 or 140 ^{*†‡}	4 ECON 102 ^{*†}	3
General Education Course (GH) ³	3 MIS 204 [*]	3
General Education Course (GN) ³	3 General Education Course (GA) ³	3
General Education Course (GHW) ³	1.5 General Education Course (Standalone or Inter-Domain) ³	3
PSU 7	1	
	15.5	15

Second Year

Fall	Credits Spring	Credits
ACCTG 211 ^{*#}	4 ENGL 202D ^{†‡}	3
ECON 104 ^{*†}	3 FIN 301 [*]	3
MKTG 301 [*]	3 MGMT 301 [*]	3
SCM 200 or STAT 200 ^{*†‡}	4 MKTG 342 [*]	3
General Education Course (GHW) ³	1.5 Approved Elective ²	3
	15.5	15

Third Year

Fall	Credits Spring	Credits
BA 241 & BA 242	4 MKTG 444 (Spring Only) [*]	3
MKTG 343 [*]	3 MKTG 445 (IL) or Marketing Elective ^{4*}	3
SCM 301 [*]	3 MKTG 327 (Spring Only) [*]	3

MKTG 485 (or Marketing Elective (Fall Only)) [*]	3 General Education Course (GA/GH/GS/GN/Inter-Domain) ³	3
Approved Elective ²	3 Approved Elective ²	3
	16	15

Fourth Year

Fall	Credits Spring	Credits
MKTG 410 (or Marketing Elective) [*]	3 MKTG 422 (or Marketing Elective) [*]	3
MGMT 471W (or Approved Elective) [*]	3 MKTG 450W (Spring Only) ^{*5}	3
MKTG 480 (or Marketing Elective) [*]	3 Approved Elective (or MGMT 471W) ²	3
Approved Elective ²	3 Approved Elective ²	3
General Education Course (Inter-Domain) ³	3 General Education Course (Inter-Domain) ³	3
	15	15

Total Credits 122

* 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 Please see your academic adviser for approval before scheduling your course.

² In order for a course to be eligible for an Approved Elective, the course can not be a lower level ENGL (1-6) or MATH (2-41) OR a GHW designated course. Please see your academic adviser if you have a question on a specific course.

³ All students are required to fulfill 45 credits of General Education courses. More information about this requirement can be found on the Baccalaureate Degree General Education Requirements page in the Bulletin (<https://bulletins.psu.edu/undergraduate/general-education/baccalaureate-degree-general-education-program/>).

⁴ MKTG 445 may be used as an International Business course or a Marketing Elective but, may not be used to satisfy the requirement in both categories.

⁵ Prerequisite for MKTG 450W is MKTG 330 or MKTG 444

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.