

MARKETING, B.S. (CAPITAL)

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: Harrisburg, World Campus

Degree Requirements

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

Requirement	Credits
General Education	45
Electives	6-9
Requirements for the Major	84-87

18 of the 45 credits for General Education are included in the Requirements for the Major. This includes: 6 credits of GQ courses; 3 credits of GS courses; 9 credits of GWS courses.

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.

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/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>).

Code	Title	Credits
Prescribed Courses		
BA 364Y	International Business and Society	3
BA 462	Business Strategy	3
ECON 102	Introductory Microeconomic Analysis and Policy	3
ECON 104	Introductory Macroeconomic Analysis and Policy	3
FIN 301	Corporation Finance	3
MGMT 301	Basic Management Concepts	3
MIS 390	Information Systems Management and Applications	3
SCM 301	Supply Chain Management	3
<i>Prescribed Courses: Require a grade of C or better</i>		
MKTG 301	Principles of Marketing	3
MKTG 330	Consumer Behavior	3
MKTG 342	Marketing Research	3
MKTG 450W	Marketing Strategy	3
Additional Courses		
ACCTG 211	Financial and Managerial Accounting for Decision Making	4-6
or ACCTG 201 & ACCTG 202	Introduction to Financial Accounting and Introduction to Managerial Accounting	
BA 241 & BA 242	Legal Environment of Business and Social and Ethical Environment of Business	4
or BA 243	Social, Legal, and Ethical Environment of Business	

MIS 204	Introduction to Management Information Systems	3
or MIS 250	Introduction to Problem Solving with Spreadsheet Analysis and Information Systems Management	

Additional Courses: Require a grade of C or better

SCM 200	Introduction to Statistics for Business	4
or STAT 200	Elementary Statistics	

Select 3 credits from the following: 3

CAS 100A	Effective Speech	
CAS 100B	Effective Speech	
CAS 100C	Effective Speech	
CAS 100S	Effective Speech	

Select 3 credits from the following: 3

ENGL 15	Rhetoric and Composition	
ENGL 15S	Rhetoric and Composition	
ENGL 30H	Honors Rhetoric and Composition	
ENGL 30T	Honors Freshman Composition First-Year Seminar	
ESL 15	ESL Composition for American Academic Communication II	

Select 3 credits from the following: 3

ENGL 202A	Effective Writing: Writing in the Social Sciences	
ENGL 202B	Effective Writing: Writing in the Humanities	
ENGL 202C	Effective Writing: Technical Writing	
ENGL 202D	Effective Writing: Business Writing	

Select 3-4 credits from the following: 3-4

DA 101	Introduction to Data Analytics	
MATH 110	Techniques of Calculus I	
MATH 140	Calculus With Analytic Geometry I	

Select 9 credits from the following: 9

ECON 342	Industrial Organization	
MKTG 302	Marketing Techniques for Electronic Commerce	
MKTG 310	Public Relations and Marketing	
MKTG 327	Retailing	
MKTG 343	Introduction to Marketing Analytics	
MKTG 410	Personal Selling	
MKTG 422	Advertising and Sales Promotion Management	
MKTG 443	Sports Marketing	
MKTG 445	Global Marketing	
MKTG 473	Digital Marketing	
MKTG 474	Marketing Analytics	
MKTG 476	Sales Management	
MKTG 478	Services Marketing Management	
MKTG 485	Business-to-Business Marketing	

Supporting Courses and Related Areas

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

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/students/policies-and-rules-for-undergraduate-students/82-00-and-83-00-degree-requirements/>)). For more information, check the Suggested Academic Plan for your intended program.