

MARKETING, B.S. (BUSINESS)

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: Abington, Altoona, Berks, Beaver, Brandywine, DuBois, Erie, Fayette, Greater Allegheny, Harrisburg, Hazleton, Lehigh Valley, Mont Alto, New Kensington, Shenango, Schuylkill, University Park, Wilkes-Barre, Scranton, York

End Campus: University Park

Entrance to Major

Enrollment in a Smeal College of Business major is contingent upon a series of course requirements, grades, credits earned, and cumulative grade-point average (CGPA), along with an application deadline. These requirements are academic and administrative in nature.

Course, CGPA and Administrative Requirements

To be eligible for entrance into the Marketing (MKTG_BS) major, a degree candidate must be in Smeal College pre-major status, satisfy the following course and credit requirements, and have a minimum CGPA listed for entrance.

First-Year Students Entering Summer 2026, Fall 2026, and Spring 2027 and who were directly admitted to Penn State as a pre-major (BA_PMAJ) student in the Smeal College of Business must satisfy the following requirements:

1. completed at Penn State, at least 36.0 graded credits but no more than 59.0 graded credits.¹
2. completed with a grade of C or better:
 - a. English - ENGL 15 or ENGL 30H or ESL 15 or ENGL 137H or CAS 137H
 - b. Mathematics - MATH 110 or MATH 140 or MATH 140B
 - c. Statistics - SCM 200 or SCM 200H or STAT 200
3. completed ECON 102 or ECON 102H
4. 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:
 - a. Accounting - ACCTG 211 or ACCTG 211H or (ACCTG 201 and ACCTG 202)
 - b. Management - MGMT 301 or MGMT 301H or MGMT 301W
 - c. Marketing - MKTG 301 or MKTG 301H or MKTG 301W
 - d. Finance - FIN 301 or FIN 301H
5. earned a minimum cumulative grade-point average (GPA) of 3.10 for entrance into the MKTG_BS major. See additional information below for those who fall below a 3.10 GPA.
6. apply for the major during the entrance-to-major application period.

¹ The 59-credit upper limit given for graded Penn State credits is superseded by the Smeal entrance-to-major calendar deadline. Students cannot apply after the entrance-to-major deadline, regardless of credit window status.

between 2.60 and 3.09 will be considered for the MKTG_BS major on a space availability basis.

- There is an opportunity for high achieving first-year students to transfer into Smeal pre-major status at the end of their first academic year. This process is competitive, limited and space dependent. Those interested in pursuing second-year entrance must follow the requirements outlined by the Smeal College. For detailed information on this process, refer to Smeal College Office of Undergraduate Education (<https://ugstudents.smeal.psu.edu/academics-advising/get-into-a-smeal-major/smeal-second-year-entry>). Students admitted into the Smeal College as second-year students who have the required coursework and at least a 2.60 cumulative grade-point average will be considered for the MKTG_BS major on a space availability basis.

Students Who Entered Prior to Summer 2026

Students who entered the University from Summer 2018 through Spring 2026 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.

Additional Entrance Information

- Smeal pre-major students directly admitted into the Smeal College as first-year students who have a cumulative grade-point average