

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

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 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 ^{1,2}	3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ) ^{1,2}	4 (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ) ^{1,2}	4
ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H ^{1,2}	3 World Language - Level Two (8th credit level) ³	4
ECON 102 (GS) ²	3 General Education Course (US) ⁴	3
World Language - Level One (4th credit level) ³	4	
	15	14

Second Year

Fall	Credits Spring	Credits
MKTG 301 ^{1,2}	3 FIN 301 ^{1,2}	3
ACCTG 211 ^{1,2}	4 SCM 301	3
ECON 104	3 CAS 100, ENGL 138T, or CAS 138T ¹	3
World Language - Level Three (12th credit level) ³	4 MIS 250	3
General Education Course (IL) ⁴	3 General Education Course ⁴	3
	17	15

Third Year

Fall	Credits Spring	Credits
MKTG 330 or 342 ^{1,7}	3 MKTG 342 or 330 ^{1,7}	3

MKTG 4XX – Marketing Elective ^{1,6}	3 MKTG 4XX – Marketing Elective ^{1,6}	3
ENGL 202D ¹	3 Business Breadth Course ⁵	3
BLAW 341 or BA 342	3 BA 342 or BLAW 341	3
General Education Course ⁴	3 General Education Course ⁴	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
MKTG 450W (or MKTG 4XX - Marketing Elective) ^{1,6}	3 MKTG 450W (or MKTG 4XX – Marketing Elective) ^{1,6}	3
BA 411 (or Business Breadth Course) ⁵	3 BA 411 (or Business Breadth Course) ⁵	3
General Education Course ⁴	3 General Education Course ⁴	3
General Education Course (N) ⁴	3 General Education Course ⁴	3
Elective ⁴	2 Elective ⁴	3
	14	15

Total Credits 120

- ¹ Course requires a grade of C or better
- ² Entrance-to-Major Course – complete prior to attaining 59 cumulative credits at Penn State
- ³ Attain 12th 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. American Sign Language does not satisfy the Smeal College world language requirement.
- ⁴ 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) coursework
- ⁵ See the Business Breadth Course list on the Smeal College website.
- ⁶ See the Marketing Tracks on the Marketing website for selecting the MKTG 4XX courses appropriate for your area of interest.
- ⁷ 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 or (ACCTG 201 and ACCTG 202), 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 ACCTG 201 ^{1,2}	3
(MATH 110 or MATH 140) or (SCM 200 or STAT 200) (GQ) ^{1,2}	4 MGMT 301 ^{1,2}	3
ENGL 15, 30H, ESL 15, ENGL 137H, or CAS 137H ^{1,2}	3 (SCM 200 or STAT 200) or (MATH 110 or MATH 140) (GQ) ^{1,2}	4
ECON 102 (GS) ²	3 World Language - Level Two (8th credit level) ³	4
World Language - Level One (4th credit level) ³	4	
	15-14	14

Second Year

Fall	Credits Spring	Credits
MKTG 301 ^{1,2}	3 FIN 301 ^{1,2}	3
ACCTG 202 ^{1,2}	3 ENGL 202D ¹	3
ECON 104	3 CAS 100, ENGL 138T, or CAS 138T ¹	3
World Language - Level Two (8th credit level) ³	4 General Education Course ⁴	3
General Education Course (IL) ⁴	3 General Education Course ⁴	3
	16	15

Third Year

Fall	Credits Spring	Credits
MKTG 330 or 342 ^{1,7}	3 MKTG 342 or 330 ^{1,7}	3
MKTG 4XX – Marketing Elective ^{1,6}	3 MKTG 4XX – Marketing Elective ^{1,6}	3
SCM 301	3 General Education Course (N) ⁴	3
BLAW 341 or BA 342	3 BA 342 or BLAW 341	3
MIS 250	3 General Education Course ⁴	3
	15	15

Fourth Year

Fall	Credits Spring	Credits
MKTG 450W (or MKTG 4XX - Marketing Elective) ^{1,6}	3 MKTG 450W (or MKTG 4XX – Marketing Elective) ^{1,6}	3
BA 411 (or Business Breadth Course) ⁵	3 BA 411 (or Business Breadth Course) ⁵	3
Business Breadth Course ⁵	3 Business Breadth Course ⁵	3
General Education Course (N) ⁴	3 General Education Course ⁴	3

General Education Course ⁴	3 Elective ⁴	3-4
	15	15-16

Total Credits 120

- ¹ Course requires a grade of C or better
- ² Entrance-to-Major Course – complete prior to attaining 59 cumulative credits at Penn State
- ³ Attain 12th 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. American Sign Language does not satisfy the Smeal College world language requirement.
- ⁴ 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) coursework
- ⁵ See the Business Breadth Course list on the Smeal College website.
- ⁶ See the Marketing Tracks on the Department website for selecting the MKTG 4XX courses appropriate for your area of interest.
- ⁷ 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:

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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 or (ACCTG 201 and ACCTG 202), 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