

**Smeal College of Business Recommended Academic Plan (Sample Schedule)**  
**University Park**  
**Program Year 2012 (students entering their major in 2012)**

**Marketing (MKTG) Effective Summer 2010**

Marketing is an enrollment controlled major. Please refer to our [Entrance to Major Requirements](#) for further details.

1 <sup>st</sup> SEMESTER		Credits	2 <sup>nd</sup> SEMESTER		Credits
PSU 006 – First Year Seminar		1	§ <b>MGMT 301 - Basic Management Concepts</b>		3
§ <i>ENGL 015 or 030 (GWS) - Composition</i>		3	§ <b>SCM 200 or STAT 200 (GQ) - Statistics</b>		4
§ <b>MATH 110 or 140 (GQ) - Calculus</b>		4	+ Foreign Language 002		4
§ <i>ECON 102 (GS) - Microeconomics</i>		3	<i>General Education Natural Science (GN)</i>		3
+ Foreign Language 001		4			
TOTAL		15	TOTAL		14
3 <sup>rd</sup> SEMESTER		Credits	4 <sup>th</sup> SEMESTER		Credits
§ <b>MKTG 301 - Principles of Marketing</b>		3	§ <b>FIN 301 - Corporation Finance</b>		3
§ <b>ACCTG 211 – Financial/Managerial Accounting</b>		4	SCM 301 – Supply Chain Mgmt. or <i>ENGL 202D (GWS) –Business Writing</i>		3
+ Foreign Language 003		4	<i>CAS 100 (GWS) -- Speech Communication</i>		3
<i>General Education (GA/GH/GS)</i>		3	MIS 204 – Business Info Systems		3
ECON 104 Macroeconomics or <i>General Education (GH/GS/GA)</i>		3	<i>General Education Natural Science (GN)</i>		3
TOTAL		17	TOTAL		14
5 <sup>th</sup> SEMESTER		Credits	6 <sup>th</sup> SEMESTER		Credits
ENGL 202D (GWS)—Business Writing or SCM 301 – Supply Chain Mgmt.		3	<i>General Education (GH/GS/GA) or ECON 104 (004) Macroeconomics</i>		3
B LAW 341- Business Law I Introduction to Contracts, Liability Issues and Intellectual Property		3	BA 342- Socially Responsible, Sustainability and Ethical Business Practices.		3
<i>General Education (GA/GH/GS)</i>		3	<i>General Education Natural Science (GN)</i>		3
<b>Choose from the following:</b> <b>MKTG 330 – Consumer Behavior</b> or <b>MKTG 342 – Marketing Research</b>		3 or 6	<b>Choose from the following:</b> <b>MKTG 342 Marketing Research</b> or <b>MKTG 330 Consumer Behavior</b>		3 or 6
<b>MKTG 4xx</b>		3	<b>MKTG 4xx</b>		3
			<i>Health Science/KINES (GHA)</i>		1.5
TOTAL		15	TOTAL		16.5
7 <sup>th</sup> SEMESTER		Credits	8 <sup>th</sup> SEMESTER		Credits
<b>MKTG 450W – Marketing Management</b> or <b>MKTG 4xx</b>		3	<b>MKTG 450W- Marketing Management</b> or <b>MKTG 4XX</b>		3
B A 411 – Analyzing Business and Industry		3	Two-Piece Sequence		3
Two-Piece Sequence		3	<i>General Education (GA/GH/GS)</i>		3
<i>General Education (GA/GH/GS)</i>		3	Elective		3
Elective		2			
			<i>Health Science/KINES (GHA)</i>		1.5
TOTAL		14	TOTAL		13.5

Courses in **Bold** require a grade of 'C' or higher.

Courses in *Italics* satisfy general education and degree requirements.

§ -Entrance-to-Major Requirement

+ Students must complete 12<sup>th</sup> credit level in a foreign language. Credits vary based on skill level.

### Advising Notes:

- It is highly recommended that students at University Park take SCM 301 in their 4<sup>th</sup> semester.
- It is highly recommended that students at campuses that do not offer SCM 301 take ENGL 202D in their 4<sup>th</sup> semester.
- GWS, GQ, GA, GH, GS, and GHA are codes used to identify General Education requirements.
- US, IL, and US;IL are codes used to designate courses that satisfy University United States/International Cultures requirements. All students are required to take one IL and one US course before graduation. A course designated as US;IL may be used as a US OR an IL, not both.
- W suffix signifies the course satisfies the University Writing Across the Curriculum requirement.
- Please consult the MKTG prerequisites list as you plan your course schedule

### Marketing Department Notes:

- In the 5th semester students are encouraged to take two MKTG courses between 330, 342, and 445.
- The courses a student takes in the 5th semester will determine what courses a student takes in his or her 6th semester
- [Marketing Department](#)

## **Marketing (MKTG) Requirements Program year 2012**

### [Course Descriptions](#)

- 1) **Take all of the following Marketing courses (9 credits) - A grade of "C" or higher is required in all MKTG courses.**
  - a) **MKTG 330** (3) Consumer Behavior [Prerequisite: MKTG 301]
  - b) **MKTG 342** (3) Marketing Research [Prerequisite: MKTG 301; SCM 200 or STAT 200]
  - c) **MKTG 450W** (3) Marketing Management Policies and Programs [Prerequisites: MKTG 330; MKTG 342]
- 2) **Select one focus for additional Marketing courses (9 credits) from the following - A grade of "C" or higher is required in all MKTG courses.**
  - a) **Business Marketing Focus (9 credits) Take all of the following**
    - i) **MKTG 410** (3) Personal Selling (starting Fall 2013)
    - ii) **MKTG 426** (3) Business Marketing [Prerequisites: MKTG 330; MKTG 342]
    - iii) **MKTG 428** (3) Sales Management [Prerequisites: MKTG 330; MKTG 342]
  - b) **Retail Marketing Focus (9 credits) Take 3 of the following:**
    - i) **MKTG 327** (3) Retail Management
    - ii) **MKTG 437** (3) Advanced Retailing and Merchandise Management [Prerequisites: MKTG330; MKTG 342]
    - iii) **MKTG 440** (3) Services Marketing [Prerequisites: MKTG 330; MKTG 342]
  - c) **General Marketing Focus (9 credits) Take 3 of the following:**
    - i) **MKTG 327** (3) Retailing [Prerequisite: MKTG 301, Spring 2012]
    - ii) **MKTG 410** (3) Personal Selling (starting Fall 2013)
    - iii) **MKTG 422** (3) Advertising and Sales Promotion Management [Prerequisite: MKTG 330 or MKTG 342]
    - iv) **MKTG 426** (3) Business Marketing [Prerequisites: MKTG 330; MKTG 342]
    - v) **MKTG 428** (3) Sales Management [Prerequisites: MKTG 330; MKTG 342]

- vi) **MKTG 437** (3) Advanced Retailing and Merchandise Management [Prerequisites: MKTG 330; MKTG 342]
- vii) **MKTG 440** (3) Services Marketing [Prerequisites: MKTG 330; MKTG 342]
- viii) **MKTG 443** (3) Sports Marketing [Prerequisites: MKTG 301]
- ix) **MKTG 445** (3) (IL) Global Marketing [Prerequisite: MKTG 301]

**3) Select one Two-Piece Sequence (6 credits) from the following list**

**Accounting** - Select two courses from the following

- ACCTG 404** Managerial Accounting (3)
- ACCTG 471** Intermediate Financial Accounting I (3)
- ACCTG 472** Intermediate Financial Accounting II (3)

**Economics** - Select two courses from the following

- Select 3 credits of 300/400 level **Economics**
- Select 3 credits of 400 level **Economics**

**Entrepreneurship** - Take the following two courses

- MGMT 425** New Venture Creation(3)
- MGMT 426** Invention Commercialization (3) or **MGMT 427** Managing an Entrepreneurial Start-up Company(3)

**Finance** – Select two from the following

- FIN 305** Financial Management of the Business Enterprise (3)
- FIN 408** Financial Markets and Institutions (3)
- FIN 406** Security Analysis and Portfolio Management (3)

**Information Systems Management** –Take the following two courses

- MIS 390** Information Systems Management and Applications (3)
- MIS 446** Information Technology and Business Strategy (3)

**International Business** - Select two courses from the following

- I B 303** (IL) International Business Operations (3)
- I B 403** International Business and National Policies (3)
- I B 404** Contemporary Issues in International Business (3)
- I B 440** Globalization and Its Implications (3)
- I B 450** Business Environment of Europe (3)

**Management** - Take the following two courses

- MGMT 326** Organizational Behavior and Design (3)
- MGMT 471** Strategic Management (3)

**Real Estate** - Take the following two courses

- R M 303** Real Estate Fundamentals (3)
- R M 450** Contemporary Issues in Real Estate Markets (3)

**Risk Management** - Take the following two courses

- R M 302** Risk and Insurance (3)
- R M 405** Corporate Risk Management (3)

**Supply Chain and Information Systems** - Select two courses from the following

- SCM 404** Demand Fulfillment (3)
- SCM 405** Manufacturing and Services Strategies (3)
- SCM 406** Strategic Procurement (3)

**Please Note:**

In lieu of completing a two-piece sequence, students may complete one of the designated University minors listed below provided the minor has a minimum of six credits of 400-level coursework that can be used in the two-piece category according to the course layout in the degree audit system. Any exceptions to this requirement must be approved by the Chair of the Department of Marketing and the Associate Dean of Undergraduate Education. See your academic advisor for further information and to declare your minor for the two-piece sequence requirement.

**Smeal College Minors**

Information Systems Management (ISM)

International Business (I B)

Legal Environment of Business (LEBUS)

Supply Chain and Information Sciences & Technology (SCIST)

**Liberal Arts Minor**

Economics (ECON)

**Foreign Language Minors**

Arabic Language (ARAB)

Chinese Language (CHNS)

French and Francophone Studies (FR)

German (GER)

Greek (GREEK)

Hebrew (HEBR)

Italian (IT)

Japanese Language (JAPNS)

Latin (LATIN)

Russian (RUS)

Russian Translation (RUS T)

Spanish (SPAN)

The University may make changes in policies, procedures, educational offerings, and requirements at any time. Please consult a Penn State Academic Advisor for more detailed information.