

Smeal College of Business Recommended Academic Plan
Program Year 2013 (Students entering their major in Summer/Fall 2013 at University Park)

actual sequence/selection will vary

Marketing (MKTG) – Effective Fall 2013

Marketing is an enrollment controlled major. Please refer to our Entrance to Major Requirements for further details.

1 st Semester		2 nd Semester	
PSU 006 – First Year Seminar	1	§ MGMT 301 – Basic Management Concepts	3
§ <i>MATH 110 or MATH 140 (GQ) – Calculus or</i> § <i>SCM 200 or STAT 200 (GQ) – Statistics</i>	4	§ <i>SCM 200 or STAT 200 (GQ) – Statistics or</i> § <i>MATH 110 or MATH 140 (GQ) – Calculus</i>	4
§ <i>ENGL 015 or ENGL 030 (GWS) – English Composition</i>	3	† Foreign Language 002	4
§ <i>ECON 102 (GS) – Microeconomics</i>	3	General Education Natural Science (GN)	3
† Foreign Language 001	4	General Education Health/KINES (GHA)	1.5
Semester Credits	15	Semester Credits	15.5
3 rd Semester		4 th Semester	
§ MKTG 301 – Principles of Marketing	3	§ FIN 301 – Corporation Finance	3
§ ACCTG 211 – Financial and Managerial Accounting	4	SCM 301 – Supply Chain <i>or</i> ENGL 202D – Business Writing	3
ECON 104 – Macroeconomics <i>or</i> Gen Education (GA/GH/GS)	3	CAS 100 (GWS) – Speech Communication	3
† Foreign Language 003	4	General Education (GA/GH/GS)	3
		General Education Natural Science (GN)	3
Semester Credits	14	Semester Credits	15
5 th Semester		6 th Semester	
MKTG 330 – Consumer Behavior <i>or</i> MKTG 342 – Marketing Research	3	MKTG 342 – Marketing Research <i>or</i> MKTG 330 – Consumer Behavior	3
B LAW 341 – Business Law I: Contracts, Liability & Property <i>or</i> B A 342 – Ethical and Sustainable Business Practices	3	B A 342 – Ethical and Sustainable Business Practices <i>or</i> B LAW 341 – Business Law I: Contracts, Liability & Property	3
ENGL 202D – Business Writing <i>or</i> SCM 301 – Supply Chain	3	MKTG 3xx/4xx – Additional Marketing	3
MIS 204 – Business Information Systems	3	Gen Education (GA/GH/GS) <i>or</i> ECON 104 – Macroeconomics	3
General Education Natural Science (GN)	3	General Education (GA/GH/GS)	3
Semester Credits	15	Semester Credits	15
7 th Semester		8 th Semester	
MKTG 450W – Marketing Strategy <i>or</i> MKTG 4xx – Additional Marketing	3	MKTG 4xx – Additional Marketing <i>or</i> MKTG 450W – Marketing Strategy	3
MKTG 4xx – Additional Marketing	3	Two-Piece Sequence (see Department list)	3
B A 411 – Analyzing Business and Industry	3	General Education (GA/GH/GS)	3
Two-Piece Sequence (see Department list)	3	Electives	3
General Education (GA/GH/GS)	3	Electives	2
		General Education Health/KINES (GHA)	1.5
Semester Credits	15	Semester Credits	15.5

§ Entrance-to-Major courses must be finished by the end of the spring semester of the sophomore year.

† Students must complete 12th credit level in a foreign language. Credits vary based on skill level.

Courses in **Bold** required a grade of "C" or higher. Courses in *Italics* satisfy general education and degree requirements.

Students must take one IL and one US designated course. Courses designated as US/IL can be used for either requirement but cannot double count.

Marketing (MKTG) – Effective Fall 2013
Requirements for Program Year 2013

Degree Completion: Students accepted into a Smeal College major are expected to enroll at University Park the fall semester after the entrance-to-major process has concluded. In addition, Senate Policy 83-80.5 stipulates that the college dean and program faculty may require up to 24 credits of course work in the major to be taken in the college where the degree is earned. Based on this policy, the Smeal College of Business has set the following credit earning limitations:

1. All 300/400 level prescribed and additional major field courses (with the exception of entrance-to-major courses and courses identified as 3rd or 4th semester) must be completed with Smeal College faculty at University Park. **
2. Additional credits of 300/400 level related and supporting courses as identified by the department faculty must also be completed at University Park so the total number of prescribed, additional, and supporting courses equal 24 credits.

**Major Classes may not be completed at any other campus including World Campus

A. PRESCRIBED COURSES: Marketing – Take all of the following prescribed courses (9 credits)

A grade of “C” or higher is required in all courses.

[MKTG 330](#) – Consumer Behavior (3) [Prerequisite: MKTG 301]

[MKTG 342](#) – Marketing Research (3) [Prerequisite: MKTG 301; SCM 200 or STAT 200]

[MKTG 450W](#) – Marketing Strategy (3) [Prerequisite: MKTG 330; MKTG 342]

B. ADDITIONAL COURSES: Marketing – Select three courses from the following (9 credits)

A grade of “C” or higher is required in all courses.

[MKTG 327](#) – Retailing (3) [Prerequisite: MKTG 301]

[MKTG 410](#) – Personal Selling (3) [Prerequisite: MKTG 301]

[MKTG 422](#) – Advertising and Sales Promotion Management (3) [Prerequisite: MKTG 330 or MKTG 342]

[MKTG 426](#) – Business Marketing (3) [Prerequisite: MKTG 330; MKTG 342]

[MKTG 428](#) – Advanced Sales Management (3) [Prerequisite: MKTG 330; MKTG 342]

[MKTG 437](#) – Advanced Retailing and Merchandise Management (3) [Prerequisite: MKTG 330; MKTG 342]

[MKTG 440](#) – Services Marketing (3) [Prerequisite: MKTG 330; MKTG 342]

[MKTG 443](#) – Sports Marketing (3) [Prerequisite: MKTG 301]

[MKTG 445](#) – Global Marketing (IL) (3) [Prerequisite: MKTG 301]

*The following courses can be taken in the **Additional Marketing** area on a substitution basis for the 2013-14 academic year (only one version of Sports Business can be used).*

[MKTG 497B/C](#) – Sports Business (3) [Spring 2012, Fall 2012, Fall 2013] [Prerequisite: MKTG 301]

[MKTG 497A](#) – Sports Marketing Models and Analytics (3) [Spring 2014] [Prerequisite: MKTG 342]

MARKETING SPECIALIZATION COURSE SEQUENCES

General Marketing – Students interested in a career in Marketing with broad opportunities upon graduation should select courses in the Additional Marketing area based on interest and future career plans.

Business-to-Business Marketing (B2B) – Students interested in a career in Business-to-Business (B2B) Marketing should take MKTG 410 – Personal Selling, MKTG 426 – Business Marketing, and MKTG 428 – Advanced Sales Management for their Additional Marketing Courses.

Retail Marketing – Students interested in a career in Retail Marketing should select from MKTG 327 - Retailing, MKTG 422 – Advertising and Sales Promotion Management, MKTG 437 – Advanced Retailing and Merchandise Management, and MKTG 440 – Services Marketing for their Additional Marketing Courses.

Sports Marketing – Students interested in a career in Sports Marketing should select from MKTG 428 – Advanced Sales Management, MKTG 443 – Sports Marketing, MKTG 497B/C – Sports Business, and MKTG 497A – Sports Marketing Models and Analytics for their Additional Marketing Courses.

C. SUPPORTING COURSES: Smeal Two-Piece Sequence – Select six credits from one set of discipline courses below (6 credits)

Accounting – Select two courses from the following

[ACCTG 404](#) – Managerial Accounting: Economic Perspective (3)

[ACCTG 471](#) – Intermediate Financial Accounting I (3)

[ACCTG 472](#) – Intermediate Financial Accounting II (3)

Business Sustainability – Take the following two courses

[B A 441](#) – Strategies for Enterprise Sustainability (3) [B A 497A – Fall 2013]

[B A 442](#) – Sustainable Behavior of Consumers, Firms and Societies (3) [B A 497B – Spring 2014]

Economics – Select two courses from the following

Select 3 credits of 300/400 level Economics

Select 3 credits of 400 level Economics

Entrepreneurship – Select courses based on the following

a. Take the following course

[MGMT 425](#) – New Venture Creation (3)

b. Select one of the following courses

[MGMT 426](#) – Invention Commercialization (3)

[MGMT 427](#) – Managing an Entrepreneurial Start-Up Company (3)

Finance – Select two courses from the following

[FIN 305](#) – Financial Management of the Business Enterprise (3)

[FIN 406](#) – Security Analysis and Portfolio Management (3)

[FIN 408](#) – Financial Markets and Institutions (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](#) – International Business Operations (IL) (3)

[I B 403](#) – International Business and National Policies (3)

[I B 404](#) – Contemporary Issues in International Business (3)

[I B 450](#) – Business Environment of Europe (3)

[I B 460](#) – International Business in Emerging Nations (3)

[I B/R M 480](#) – International Real Estate Markets (3)

Management – Select courses based on the following

a. Take the following course

[MGMT 326](#) – Organizational Behavior and Design (3)

b. Select one of the following courses

[MGMT 461](#) – International Management (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)

Marketing Majors Please Note:

In lieu of completing a two-piece sequence, Marketing majors may complete one of the minors listed below provided the minor has a minimum of six credits of upper-level coursework completed at University Park that can be used in the two-piece category according to the course layout in the degree audit system.

Smeal College Minors

Information Systems Management - [ISM](#)

International Business - [I B](#)

Legal Environment of Business - [LEBUS](#)

Supply Chain and Information Sciences & Technology - [SCIST](#)

Penn State Minors

Economics - [ECON](#)

Media Studies - [MEDIA](#)

Psychology - [PSY](#)

Sociology - [SOC](#)

Statistics - [STAT](#)

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](#)

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.