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# Entrance to the Smeal Marketing Major 2025 Presentation

**The Smeal College of Business**

**Audio**: Congratulations on your acceptance into Marketing and welcome to the Smeal College of Business.

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**Smeal Undergraduate Education**

202 Business Building

University Park, PA 16802

(814) 863-1947   
SmealAdvising@smeal.psu.edu

[ugstudents.smeal.psu.edu](http://www.ugstudents.smeal.psu.edu/)

**Audio**: To assist with the transition into your major, you may find this Smeal exchange site to be very useful.

This is where you can schedule an appointment with your assigned advisor, find information on things like scheduling, minors, education abroad, internships and co-ops.

We recommend that you bookmark this site: [http://ugstudents.smeal.psu.edu](http://ugstudents.smeal.psu.edu/)

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**Scheduling Presentation Marketing**

Entering MKTG Major in FA 25

Smeal Undergraduate Advising

**Audio**: At this time, I would like to review the Marketing curriculum for students scheduling for the Fall 2025 semester.

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**Recommended MKTG Schedule**

Fall 2025

* MKTG 330 or 342
* MKTG 4XX (additional)
* ENGL 202D
* BA 342 or BLAW 341
* Gen Ed

Spring 2026

* MKTG 330 or 342
* MKTG 4XX (additional)
* 2-piece Sequence
* BA 342 or BLAW 341
* Gen Ed

**13 - 16 credits for the semester**

[https://bulletins.psu.edu/undergraduate/colleges/smeal-business/marketing-bs/#suggestedacademicplantext](https://bulletins.psu.edu/undergraduate/colleges/smeal-business/marketing-bs/)

**Audio**: To begin coursework in your major, it is crucial to schedule either MKTG 330 or MKTG 342 along with a Marketing additional course of your choice.

You can find a list of additional MKTG courses on the Recommended Academic Plan.

Students should also schedule BA 342 or BLAW 341 in order to meet degree requirements

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**What To Do If a Course Is Full**

If all sections of a course that you need to take for your major are filled, you should use the LionPATH Wait List system.

LINK: <https://advising.psu.edu/scheduling-course-full>

If it is a General Education course, you should find a suitable alternative.

**Audio**: If all sections of a course that you need to take for your major are filled, you should use the LionPATH wait list system.

Before using the system, this link will take you to some common Frequently Asked Questions and a Waitlist tutorial.

Most importantly, you must check the box on LionPath that you would like to be added to the waitlist.

If it is a general education course, you should find a suitable alternative and then follow instructions on how to access the wait list in LionPATH for your first preference.

You can adjust your schedule if or when a seat opens in your first choice.

If you are accelerated in your curriculum, please consult with your academic adviser about what courses are appropriate.

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**MKTG**

Two Piece Sequence

MKTG Courses

BA 411

Education Abroad

Internship

Minor

LINK: [https://bulletins.psu.edu/undergraduate/colleges/smeal-business/marketing-bs/#suggestedacademicplantext](https://bulletins.psu.edu/undergraduate/colleges/smeal-business/marketing-bs/)

**Audio**: You may also want to consider scheduling courses that fulfill the two-piece sequence requirement.

A two-piece sequence provides you with the opportunity to take advanced level business courses outside of your major in order to broaden your educational knowledge base.

A link to this list is found at the bottom of the Recommended Academic Plan for Marketing.

All Academic Plans are found on the Smeal Exchange website.

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**Smeal Minors**

* Information Systems Mgmt (ISM)
* International Business (IB)
* Supply Chain & Information Sciences & Technology (SCIST)
* Legal Environment of Business (LEBUS)

See degree requirements for other Smeal approved minors

LINK: <https://ugstudents.smeal.psu.edu/academics-advising/degree-requirements/minors>

**Audio**: In lieu of a two-piece sequence, you may complete a Smeal approved minor. The Smeal College of Business offers four choices:

1. Information Systems Management (ISM)
2. International Business (IB)
3. Supply Chain and Information Sciences and Technology (SCIST), and
4. The Legal Environment of Business (LEBUS)

As an example, if you are planning on completing the International Business minor, you may want to consider taking IB 303 in the fall semester.

Please see the degree requirements for approved minors and consult with your advisor, if you have any questions.

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**Smeal College Policy**

Please note that pursuant to AACSB accreditation standards, the Smeal College 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.

For example, students in the Marketing major must complete in residence with Smeal College faculty all 300 level and above Marketing courses.

Petitions for hardship exceptions from this policy may be made to the Smeal College of Business Associate Dean for Undergraduate Education.

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**Request for Third Repeat of a Smeal Major Course**

* Request for third repeats of Major Field courses and other Smeal-taught Junior level required courses are *not guaranteed*.
* Please keep this in mind when scheduling courses and avoid overloading your schedule with major courses and Smeal requirements. Drop/Add week allows for dropping a course with no penalty or Late Drop (LD) notation on your Academic Requirements report and your transcript.
* You should consult with your adviser before making any decision about late dropping courses.
* Example: FIN 406, if Late Dropped once, earned a grade of D or F the second time, *may not be approved* for a 3rd attempt.

**Audio**: Students requesting to repeat a Major Field course and any other Smeal-taught Junior level required course are not guaranteed. Consult with your academic adviser when scheduling to avoid overloading your schedule. Drop courses during Drop/Add week to avoid a Late Drop. Earning a D or an F in a course or late dropping a course, each count as an attempt to take a course. A 3rd attempt for any reason may not be approved.

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## General Education

ENGL 202 D

CAS 100

Natural Science (GN)

Health & Physical Activities (GHW)

World Language

US or IL

* Interdomain or Linked
* Arts (GA)
* Humanities (GH)
* Social & Behavioral Sciences (GS)

**LINKS:** [**https://ugstudents.smeal.psu.edu/academics-advising/degree-requirements/foreign-language-policy**](https://ugstudents.smeal.psu.edu/academics-advising/degree-requirements/foreign-language-policy)

**Audio**: To complete your schedule, please review your degree audit for any incomplete general education requirements including: GN/natural sciences, GA/arts, GH/humanities, GS/social and behavioral sciences, and GHW/health and wellness categories.

If you are planning on studying abroad, we recommend that you complete your natural science courses first, and then speak with your academic adviser about how you may fulfill some of your general education requirements while you are studying abroad.

Penn State requires students to take 3 credits of a United States culture (also known as US culture) and 3 credits of an International culture (also known as IL culture). Often you may fulfill a US or IL cultures requirement, while also fulfilling a general education requirement in the arts, humanities, or the social and behavioral sciences. These courses are identified on the Schedule of Courses by a US or IL after the course description.

Penn State also requires two Interdomain (Integrative Studies courses) to be taken while fulfilling the general education requirements. Be sure that you have earned a total of 6 credits in Interdomain coursework. These courses are identified with an ID after the course description.

You may also schedule courses such as World Language if you have not yet reached the 003 level, CAS 100 (public speaking) or English 202D (Business writing) in order to complete your Smeal general education requirements.

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**New Academic Report on LionPath**

* Now that you have declared your major it is important that you look at the correct report.
* The “What If” report is no longer relevant.
* The “Academic Requirements” report is what you will view to get an accurate picture of your requirements. There are two versions of the report. If you choose the PDF version, be sure to look for all courses that are Not Satisfied (see example below) on your report and plan to discuss courses that you need with your academic adviser. Below you will see that your major and any minor that you have declared will display.

**Audio**: Now that you are in your Smeal major, you should be viewing the “Academic Requirements” report in LionPath and should view this often to keep track of courses that you have not yet satisfied.

This is the report that you will view when you work with your Academic Adviser. You will no longer use the “What If” report.

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**AT UP is here to help YOU! (Assistance in Transition to University Park)**

COBALT Leadership Program

Change of Campus Student Mentor Program

Social and Professional Development

Join Us:

*Dawn Maguire, AT UP Adviser*

*dxv110@psu.edu*

**Audio**: Smeal is proud to offer assistance in transition to University Park.

An organization created to help students transitioning to University Park.

Please contact at AT UP advisor Dawn McGuire at email address dxv110@psu.edu for more information.

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**Things to do now that you are in Smeal (new to UP campus or from DUS)**

* Join or Update with Nittany Lion Careers
* Attend the Change of Campus College Meeting
* Attend the Department meeting for your Major
* Meet with your assigned Smeal Academic Adviser
* Prepare for the Fall Career Fair in early September
* Attend Professional Events through the Smeal Business Career Center (BCC): including company information sessions, networking events, and BCC workshops
* Learn more about Student Organizations through the involvement fairs
* Attend the Education Abroad information session

**Audio**: You should plan to attend the following fall semester activities:

* The department meeting for your major held during the first week of classes.
* The Change of Campus College meeting.
* The Fall Career Fair.
* The Involvement Fairs - to learn more about student organizations, and
* The education abroad information sessions that are held throughout the semester.

Also, be sure to join or update with Nittany Lion Careers.

It is also highly recommended to attend professional events through the BCC or Business Career Center here in Smeal.

Lastly, make an appointment in Starfish to meet with your assigned Smeal advisor.

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**Student Organizations**

* Get involved
* Nearly 40 business-focused clubs & organizations
* More than 1,000 university clubs & organizations

**LINK:** <https://ugstudents.smeal.psu.edu/student-organizations>

**Audio**: As you begin your junior year, we encourage you to take advantage of all that Smeal has to offer.

Award-winning clubs and organizations.

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**Make the Most of Your Time**

* Leadership opportunities
* Industry case competitions
* Student organizations
* Student research opportunities
* Internships and Co-ops

**Audio**: Exciting leadership opportunities.

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**Igniting Careers**

* Join Nittany Lion Careers once you arrive to University Park to schedule appointments with BCC consultants, RSVP for events, and search jobs and internships
* Access the vast resources offered by both the Penn State Bank of America Career Services Center and Smeal Business Career Center (BCC)
* Prepare for the University Park Career Fair
* Smeal is a Top Choice for Corporate Recruiters

**LINKS**: <http://studentaffairs.psu.edu/career/> and <http://ugstudents.smeal.psu.edu/careers>

**Audio**: An extensive career and internship support system.

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**Education Abroad**

* Gain a global perspective
* Fulfill International Business minor requirements
* Experience new cultures

**LINKS:** <https://global.psu.edu/> and <http://ugstudents.smeal.psu.edu/study-abroad>

**Audio**: And worldwide education abroad experiences.

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**Connect With Us**

**Audio**: “Like” us on Facebook and follow us on Twitter.

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**Presentation Links**

**Major Degree Requirements Page:**

* [https://bulletins.psu.edu/undergraduate/colleges/smeal-business/marketing-bs/#suggestedacademicplantext](https://bulletins.psu.edu/undergraduate/colleges/smeal-business/marketing-bs/)

**Minor Degree Requirements Pages:**

* <http://ugstudents.smeal.psu.edu/academics-advising/degree-requirements/minors>

**General Education Information:**

* <https://bulletins.psu.edu/undergraduate/general-education/>
* <http://ugstudents.smeal.psu.edu/academics-advising/degree-requirements/foreign-language-policy>

**Education Abroad Links:**

* <https://global.psu.edu/>
* <http://ugstudents.smeal.psu.edu/study-abroad>

**Career/Internship Links:**

* <https://studentaffairs.psu.edu/career>
* <http://ugstudents.smeal.psu.edu/careers>

**Smeal Student Organizations Link:**

* <https://ugstudents.smeal.psu.edu/student-organizations>

**Waitlist Information Link:**

* <https://advising.psu.edu/scheduling-course-full>

**Audio**: Lastly, for additional information, please visit the links that were referenced throughout this presentation.

We look forward to meeting you and assisting you in your journey in the Smeal College of Business.