

RECOMMENDED ACADEMIC PLAN – MARKETING

Semester I		Semester II	
*ENGL 015 Rhetoric and Composition or 030 Honors Freshman Composition GWS	3	CAS 100 Effective Speech GWS	3
*MATH 110 <i>Techniques of Calculus I</i> or 140 <i>Calculus With Analytic Geometry I</i> GQ	4	*BA 241 Legal Environment of Business or BA 242 Social and Ethical Environment of Business	2
Humanities GH	3	Arts GA	3
*ECON 002 <i>Introductory Microeconomic Analysis and Policy</i> GS or ECON 004 <i>Introductory Macroeconomic Analysis and Policy</i> GS	3	*ECON 002 <i>Introductory Microeconomic Analysis and Policy</i> GS or ECON 004 <i>Introductory Macroeconomic Analysis and Policy</i> GS	3
Health and Physical Activity GHA	1.5	Sciences GN	3
First-Year Seminar	1	Health and Physical Activity GHA	1.5
	15.5		15.5-16.5
Semester III		Semester IV	
*ACCTG 211 Financial and Managerial Accounting for Decision Making	4	*SCM 200 Introduction to Statistics for Business or STAT 200 <i>Elementary Statistics</i> GQ	4
Humanities GH	3	*MIS 204 Introduction to Business Information Systems	3
*BA 241 Legal Environment of Business or BA 242 Social and Ethical Environment of Business	2	ENGL 202D <i>Effective Writing: Business Writing</i> GWS	3
Sciences GN	3	Social and Behavioral Science GS	3
Arts GA	3	Sciences GN	3
	15		16
Semester V		Semester VI	
MGMT 301 Basic Management Concepts	3	SCM 310 Introduction to Operations Management	3
MKTG 301 Principles of Marketing	3	MIS 390 Information Systems Management and Applications	3
FIN 301 Corporation Finance	3	Non-Business elective	3-4
Select 3 credits from 200-400 level Business courses from: B A, FIN, MIS, MGMT, MKTG, or ACCTG in consultation with an academic adviser and in support of the student's interests	3	Select 6 credits from: MKTG 302 Marketing Techniques for Electronic Commerce 327 Retailing, 330 Buyer Behavior, 422 Advertising and Sales Promotion Management, 445 Global Marketing US, 476 Sales Management, 478 Services Marketing, 485 Business-to-Business Marketing, ECON 342 Industrial Organization or SCM 320 Transport Systems, 455 Logistics System Analysis and Design	6
	12		15-16
Semester VII		Semester VIII	
B A 364Y Business and Society US; IL	3	B A 462 Business Strategy	3
^MKTG 342 Marketing Research	3	Non-business elective	3
Select 6 credits from: MKTG 302 Marketing Techniques for Electronic Commerce 327 Retailing, 330 Buyer Behavior, 422 Advertising and Sales Promotion Management, 445 Global Marketing US, 476 Sales Management, 478 Services Marketing, 485 Business-to-Business Marketing, ECON 342 Industrial Organization or SCM 320 Transport Systems, 455 Logistics System Analysis and Design	6	^MKTG 450W Marketing Management and Policies and Programs	3
Select 3 credits from 200-400 level Business courses from: B A, FIN, MIS, MGMT, MKTG, or ACCTG in consultation with an academic adviser and in support of the student's interests	3	Select 6 credits from 200-400 level Business courses from: B A, FIN, MIS, MGMT, MKTG, or ACCTG in consultation with an academic adviser and in support of the student's interests	6
	15		15

Advising Notes

- **Bold type** require a grade of C or better.
- *Italics* indicates courses that satisfy both major and General Education requirements.
- **Bold Italics** indicates courses requiring a quality grade of C or better and that satisfy both major and General Education requirements.
- GWS, GHA, GQ, GN, GA, GH, and GS 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.
- Y is the code used to designate courses that satisfy University Writing Across the Curriculum requirements and US/IL requirements.

*Entry to major requirement.

^MKTG 342 and 450W are offered in both Fall and Spring semesters.

Students must complete a 3-credit course in "United States Cultures (US)" and a 3-credit course in "International Cultures (IL)." B A 364Y (US/IL) may be used to meet either the IL or US requirement, but may be used to fulfill only 3 of the 6 credit requirement.

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