

# 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 Techniques of Calculus I or 140 Calculus With Analytic Geometry 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 Introductory Microeconomic Analysis and Policy GS or ECON 004 Introductory Macroeconomic Analysis and Policy GS 3	*ECON 002 Introductory Microeconomic Analysis and Policy GS or ECON 004 Introductory Macroeconomic Analysis and Policy 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 Elementary Statistics 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 Effective Writing: Business Writing 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
<b>MKTG 301 Principles of Marketing</b> 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: <b>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</b> 6
12	15-16
Semester VII	Semester VIII
B A 364Y Business and Society US; IL 3	B A 462 Business Strategy 3
<b>MKTG 342 Marketing Research</b> 3	Non-business elective 3
Select 6 credits from: <b>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</b> 6	<b>MKTG 450W Marketing Management and Policies and Programs</b> 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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