

Marketing Specialization

Bachelor of Science Business Administration (BSBA)

This degree map is based on the 2023-24 Academic Catalog and is subject to change. Students should meet with their academic advisor each semester and use Degree Works to monitor their individual progress toward degree completion. The time it takes to earn a degree will vary based on several factors including summer/winter enrollment, dual enrollment and number of courses successfully completed each semester. We recommend taking a minimum of 15 credits each fall and spring semester.

Sample 4-Year Plan

First Year			
Fall Courses	Credits	Spring Courses	Credits
WRIT 103 – Foundations in Composition	3	Math 140, 150, or 160	3
BSED 101 – Introduction to Business	3	COMM 101 - Public Speaking	3
ECON 122 Principles of Microeconomics	3	ECON 121 – Principles of Macroeconomics	3
ITAN 175 – Spreadsheet Analysis	3	General Education Course	3
First Year Seminar	3	General Education Course	3
Semester Total	15	Semester Total	15
Second Year			
Fall Courses	Credits	Spring Courses	Credits
MKTG 210 – Marketing Principles and Practices	3	ACCT 223 - Managerial Accounting	3
ACCT 220 - Financial Accounting	3	ECON 256 – Business and Economics Statistics	3
MGMT 280 – Principles of Management	3	MKTG 330 – Consumer Motivation & Behavior	3
General Education Course	3	General Education Course	3
General Education Course	3	General Education Course	3
Semester Total	15	Semester Total	15
Third Year			
Fall Courses	Credits	Spring Courses	Credits
MKTG 331 – Digital Marketing	3	MKTG 340 – Integrated Marketing Communications	3
FIN 313 – Introduction to Finance	3	MKTG 370 – Sales Management	3
LAWL 231 – Law and the Legal Environment	3	Free Elective	3
General Education	3	Free Elective	3
Free Elective	3	Business Elective	3
Semester Total	15	Semester Total	15
Fourth Year			
Fall Courses	Credits	Spring Courses	Credits
MKTG 380 – International Marketing	3	MKTG 460 – Marketing Management	3
MKTG 440 – Marketing Research	3	MKTG Elective	3
Free Elective	3	Free Elective	3
Business Elective	3	Business Elective	3
Business Elective	3	Business Elective	3
Semester Total	15	Semester Total	15

Winter/Summer College - Optional

While not required, Winter and Summer sessions are offered each year and may help you stay on track or get ahead. You may take up to seven (7) credits during Winter College and up to 14 credits during Summer College.

Business Core

BUSED.101 Introduction to Business

ACCT.220 Financial Accounting

ACCT.223 Managerial Accounting

ECON.256 Business & Economics Statistics

FINANCE.313 Introduction to Finance

MGMT.280 Principles of Management

MKTG.310 Marketing Principles and Practices

Marketing Specialization Requirements

MKTG.330 Consumer Motivation and Behavior

MKTG.331 Digital Marketing

MKTG.340 Integrated Marketing Communications

MKTG.370 Sales Management

MKTG.380 International Marketing

MKTG.440 Marketing Research

MKTG.460 Marketing Management

MKTG Elective (3 credits) **

Business Elective

Business Elective

Business Elective

Business Elective

Electives in Business – (12 credits) Must be 300 or 400 level business courses. A business elective is any business course that is not a required course.

ACCT, ECON, MGMT, ITAN, FIN, MKTG, OR LAWL are business courses.

****Marketing Elective** – A marketing elective is any marketing course that is not a required course.

Revised April, 2023

General Education Requirements (45 credits)

Note: Some requirements may be fulfilled by coursework in your major program including directed Gen Ed courses noted below

- Foundations (15 credits)
 - COMM 101 Public Speaking
 - First Year Study
 - MATH 140,150 or 60
 - WRIT 103 Found. In Writing
- Interconnections (9 credits)
 - ECON 121 Prin. Of Macroeconomics
- Citizenship & Responsibility (6 credits from at least two goals)
 - LAWL 231 Law and Legal Environment
 - ECON 122 Prin. Of Microeconomics
- Natural World & Technologies (9 credits)
 - ITAN 175 Spreadsheets Analysis
- Creativity & Expression (6 credits)

Degree Requirements

All students must obtain a minimum of 120 credits, complete all General Education requirements, and all requirements for the selected major. Meet with your advisor and consult Degree Works to monitor your progress and for all graduation requirements.

A minimum GPA of 2.0 in the major and overall are required.

Campus Locations

Bloomsburg	<input type="checkbox"/> Online; <input checked="" type="checkbox"/> In-person; <input type="checkbox"/> Blended
Lock Haven	<input checked="" type="checkbox"/> Online; <input type="checkbox"/> In-person; <input type="checkbox"/> Blended
Mansfield	<input type="checkbox"/> Online; <input checked="" type="checkbox"/> In-person; <input checked="" type="checkbox"/> Blended
Clearfield	<input type="checkbox"/> Online; <input type="checkbox"/> In-person; <input type="checkbox"/> Blended