

Professional Sales and Marketing

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 150, 140, 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 340 – Integrated Marketing Communications	3
General Education Course	3	MKTG 341 – Principles of Selling	3
General Education Course	3	General Education Course	3
Semester Total	15	Semester Total	15
Third Year			
Fall Courses	Credits	Spring Courses	Credits
MKTG 330 – Consumer Motivation and Behavior	3	MKTG 445 – Advanced Professional Sales	3
MKTG 370 – Sales Management	3	MKTG 380 – International Marketing	3
LAWL 231 – Law and the Legal Environment	3	MKTG 440 – Marketing Research	3
FIN 313 – Introduction to Finance	3	ITAN 325 – Analytics	3
Elective	3	Elective	3
Semester Total	15	Semester Total	15
Fourth Year			
Fall Courses	Credits	Spring Courses	Credits
MKTG 373 – Integrated Customer Relationship Management	3	MKTG 480 – Business to Business Marketing	3
MKTG 460 – Marketing Management	3	MKTG 498 – Internship	3
LAWL 475 – Negotiations and Alternative Dispute Resolution	3	General Education	3
General Education	3	Elective	3
Elective	3	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.

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

ITAN.325 Analytics

LAWL.475 Negotiation and Alternative Dispute Resolution

MKTG.210 Marketing Principles and Practices

MKTG.330 Consumer Motivation and Behavior

MKTG.340 Integrated Marketing Communications

MKTG.341 Principles of Selling

MKTG.370 Sales Management

MKTG.373 Integrated CRM

MKTG.380 International Marketing

MKTG.440 Marketing Research

MKTG.445 Advanced Sales

MKTG.460 Marketing Management

MKTG.480 Business to Business Marketing

MKTG.498 Internship in Marketing

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 160
 - 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
 - ECON 122 Prin. Of Microeconomics
- Natural World & Technologies (9 credits)
 - ITAN 175 Spreadsheet 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 type="checkbox"/> Online; <input type="checkbox"/> In-person; <input type="checkbox"/> Blended |
| Mansfield | <input type="checkbox"/> Online; <input type="checkbox"/> In-person; <input type="checkbox"/> Blended |
| Clearfield | <input type="checkbox"/> Online; <input type="checkbox"/> In-person; <input type="checkbox"/> Blended |