

Marketing Major

Chair: Jeremy Kees, PhD.
Associate Chair: Timothy McCulloch
Office: 3015 Bartley Hall
Telephone: 610-519-4350
[Website](#)

Program: [Marketing](#)

Type: Bachelor of Business Administration

About

Marketing is the lifeline that connects organizations with consumers. The discipline covers a broad range of areas from knowledge of human behavior and market research to strategy and creative expression to drive a desired outcome. As a Marketing student, you will learn how to access real-time information, analyze data, solve problems and communicate results. You will also learn how to develop and implement consumer and business-to-business products and services, and how to strategically manage product pricing, promotion and distribution.

Plus, Marketing majors have the opportunity to further specialize with concentrations in Digital Marketing and in Business Development.

Major in Marketing leads to a degree of Bachelor of Business Administration.

PRIMARY MAJOR (125 Credits)

125 credits are required to complete Marketing as the primary major and the Bachelor of Business Administration degree. For students seeking the Bachelor of Business Administration, Honors degree and Marketing as the primary major, 126 credits are required.

Marketing Major Courses (18 Credits)

Marketing major requires **six (6)** unique MKT courses.

Note: MKT 3450 and MKT 3470 do not count toward Marketing elective courses.

CHE 2900 (Global Pharmaceutical Industry) may fulfill one of the marketing major electives.

Course	Title	Credits
MKT 2197	Marketing Research	3
MKT 2375	Marketing Management	3

Plus four (4) additional Marketing elective courses from the following list:

Course	Title	Credits
MKT 2120	Buyer Behavior	3
MKT 2220	Integrated Marketing Communica	3
MKT 2224	Professional Selling	3
MKT 2225	Strategic Account Management	3
MKT 2230	Marketing of Services	3
MKT 2235	Sports Marketing	3
MKT 2240	Marketing Analytics	3
MKT 2270	Brand Management	3
MKT 2280	Global Marketing	3
MKT 2285	Social Media Marketing	3
MKT 2290	Digital Marketing	3
MKT 2349	Special Topics in Marketing	3
MKT 4132	Seminar in Marketing	3

Core Curriculum Requirements

[89 Credits](#)

Electives

[18 Credits](#)

Degree Credit Summary

- **Major Course Requirements:** 18 Credits
- **Core Curriculum Requirements:** 89 Credits
 - Liberal Arts & Sciences Curriculum (44 cr.)
 - Business Core Requirements (45 cr.)
- **Elective Requirements:** 18 Credits
- **Total Credits:** 125 Credits

Additional Information

- All Arts and Sciences core courses, business core courses (*except VSB 0099 – 0 cr. and VSB 1000 – 1 cr.*), major courses, minor courses, and concentration courses must be taken for a letter grade.
- One credit courses {except ACC 2020, COM 5300, EGEN 2100 (for Engineering EENT or EESI minor), FIN 2121, VSB 1000, VSB 2000, VSB 2121, and VSB 3000} **may not** satisfy degree requirements, including free electives.
 - Three ACC 2020 (1 cr.) on the following topics may satisfy a free elective requirement:
 - Introduction to Forensics for Accountants
 - Introduction to Deals Advisory for Accountants
 - Introduction to Digital & Cyber-security for Accountants
 - Three COM 5300 (1 cr.) on different topics may satisfy a non-business or a free elective requirement.
- An “S/U” grade (Satisfactory/Unsatisfactory Option) is only permitted for a non-business elective or free electives. See the [Satisfactory/Unsatisfactory Option](#) section for more information.
- **A course that fulfills a major and co-major requirement can satisfy a maximum of two requirements - no triple dipping.** For example, MGT 3170 cannot fulfill [a Management major](#), [a Business Analytics co-major](#), AND [a Free Elective](#).

SECONDARY MAJOR (18 Credits)

Students who declare Marketing as a **secondary major** must complete all marketing major courses to earn this major. Secondary marketing major courses may fulfill the free elective requirements.