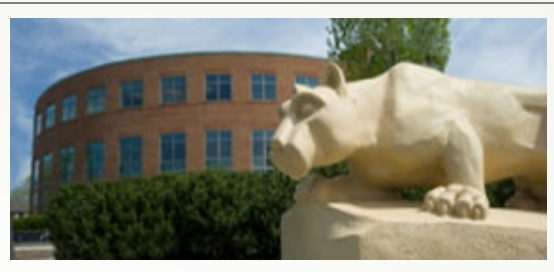


## Bachelor of Science in Marketing

This major is designed for students interested in careers involving sales, promotion, services, distribution, research, and planning for business and the public sector. The major provides students with key concepts and methods of analysis in marketing. It focuses on understanding customer needs, developing products or services, creating and implementing marketing plans, monitoring customer responses, and projecting marketing activities for the future.



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Content reviewed and approved Thu Dec 12, 2019 12:07:41 pm



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**PennState**  
Harrisburg

**School of Business  
Administration**

**MARKETING**

**Bachelor of Science in  
Marketing**

ANALYSIS

PROCESS

STRATEGY

PLANNING

RESEARCH

## Curriculum

For the B.S. degree in Marketing, a minimum of 120 credits is required. At least 50 percent of the Business credit hours required for the degree must be taken at Penn State Harrisburg. No more than 61 credits should be from Business and Business-related courses.



## Courses Overview

Marketing is an important functional area of business which assists decision makers in analyzing market opportunities, developing effective plans and strategies, and implementing plans and marketing activities. The result of these activities is customer satisfaction at a profit on a continuous basis. As an innovative and interdisciplinary subject area, the study of marketing involves value creation activities from the perspective of customers and companies, where both parties benefit from the exchange process. From a company perspective, marketing activities create repeat purchase and brand loyalty. From a customer perspective, the function creates customer satisfaction by offering customers the right product, at the right time, at the right place, and a mutually beneficial transfer of ownership takes place.

The Penn State Harrisburg degree program in marketing is offered at the Middletown campus and online through Penn State World Campus. The program prepares students for careers in sales, promotion and advertising, service industries, distribution/logistics, marketing research, social marketing, and strategic planning for business, the public sector, not-for-profit organizations. There are well-paid employment opportunities at local, regional, national and international levels.

Marketing faculty members bring their research findings and consultancy experiences to the classroom to benefit their students, and publish their findings in scholarly and professional journals.

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For course descriptions and program requirements, see the [Penn State University Bulletin](#).

## Undergraduate Admissions Requirements

Minimum high school course requirements for admission to baccalaureate (four-year) degree programs are listed below. Keep in mind that specific programs may have additional requirements or recommendations.

### English

Four units, including one unit each in composition and literature, are required.

### Social Studies/Art/Humanities

Three units in any combination of social studies, arts, and humanities are required.

### World Language

Two units in a single world language other than English are required. However, a student may be admitted with fewer than two units in a world language other than English, but must correct this deficiency by the time s/he earns 60 credits or graduates from Penn State, whichever comes first. This deficiency may be corrected by passing one three- or four-credit college level world language course or by demonstrating proficiency equivalent to two units of high school world language study.

Either a third unit in the same language or an additional unit in a second world language other than English is recommended.

### Science

Three units of science are required. Preparation in chemistry and physics is recommended but not required for our Science and Engineering/Engineering Technology programs.

### Math

Three units of mathematics are required (four are recommended), selected from any combination of algebra, geometry, and trigonometry. Some programs have additional mathematics requirements. Our Business, Engineering/Engineering Technology, and Science programs require one-half unit of trigonometry or higher level math within the required three units.

Penn State requires proof of graduation or a GED for admission to four-year degree programs.

\*In most high school curricula, one unit = one year.

Visit Undergraduate Admissions: Admissions Requirements for more information (<http://goo.gl/eVGAMB>)