MARKETING (BS)

Innovation and Entrepreneurship

The Bachelor of Science in Marketing degree prepares students for careers in the growing fields of marketing and professional sales. Students learn how to develop strategic industry and consumer insights to drive sustainable financial outcomes for businesses and organizations. Through our hands-on, applied and constantly updated curriculum, students learn how to create value (conceive of products and services that will succeed in the marketplace), communicate value (through traditional, digital and personal engagement) and deliver value (price, package and distribute products) to target consumers. Marketing majors may choose one of two options: Professional Sales or Strategic Marketing. *All baccalaureate business degree programs offered are nationally accredited by the Association of Collegiate Business Schools and Programs (ACBSP).*

Degree Requirements

MARKETING, Bachelor of Science (120 credits)

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Course	Title	Credits
Business Common Component		
BUS 1100	Introduction to Marketing and Sales	4
BUS 1200	Business Law and Ethics (DICO)	4
BUS 1300	Digital Information Technologies (TECO)	4
BUS 1400	Principles of Economics (GACO)	4
BUS 2000	Financial & Managerial Accounting	4
BUS 2200	Management and Decision Making	4
BUS 2300	Business Writing and Presenting (WRCO)	4
BUS 2400	Financial Management	4
Major Requirements		
MKT 4230	Marketing Management	4
SAL 3280	Professional Selling Skills I	4
Major Option Requirements		
Complete one of the following required options:		20
Professional Sales		
Strategic Marketing		
Quantitative Reasoning in the Discipline Connection		
MKT 3120	Marketing Research and Consumer Insights (QRCO)	4
Mathematics Foundations		
MA 2210	Finite Math with Business Statistics (QRCO)	4
General Education (https://coursecatalog.plymouth.edu/general-education/)		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
CTDI (https://coursecatalog.plymouth.edu/general-education/#CTDI)	Creative Thought Direction	3-4
PPDI (https://coursecatalog.plymouth.edu/general-education/#PPDI)	Past and Present Direction	3-4
SIDI (https://coursecatalog.plymouth.edu/general-education/#SIDI)	Scientific Inquiry Direction	3-4
SSDI (https://coursecatalog.plymouth.edu/general-education/#SSDI)	Self and Society Direction	3-4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) [1]		4-8
INCP (https://coursecatalog.plymouth.edu/general-education/#INCP)	Integrated Capstone	3-4
WECO (https://coursecatalog.plymouth.edu/general-education/#WECO)	Wellness Connection	3-4
Free Electives		**18-19**
Total Credits		**120**

[1] Directions should total 20 credits (unless the major has a waiver for a specific Direction).

Professional Sales Option of BS Marketing

Course	Title	Credits
Professional Sales Option Requirements		
SAL 3290	Professional Selling Skills II	4
SAL 3300	Negotiations & Conflict Resolution	4
SAL 4330	Professional Sales Management	4
Professional Sales Option Electives-complete two:		**8**
ACC, BUS, ECN, ENT, FIN, LAW, MGM, MKT, SAL, SM 3000/4000-level courses		
Total Credits		**20**

Strategic Marketing Option of BS Marketing

Course	Title	Credits
Strategic Marketing Option Requirements		
MKT 3130	Digital Marketing	4
MKT 3140	Creating Effective Marketing Content	4
MKT 4120	Impact Marketing	4
Strategic Marketing Option Electives		**8**
Choose two from the following:		
BUS 4620	Business Internship	
ENT 3030	Social Entrepreneurship	
MGM 4900	Strategy & Sustainable Competitive Advantage	
MKT 3210	Event Planning and Marketing	
MKT 3230	Public Relations	
MKT 3450	Sports Marketing and Sales	
MKT 3500	Special Topics in Marketing	
MKT 4200	Advanced Digital and Social Media Marketing	
MKT 4850	Plymouth Marketing and Design Agency	
SAL 3290	Professional Selling Skills II	
Total Credits		**20**

[1] The maximum of four credits for the Strategic Marketing Elective may be accumulated in any combination of one to four credit internships. Internship credits in excess of four credits count as free electives toward the credits required for graduation.

Recommended Course Sequence

Check all course descriptions for prerequisites before planning course schedule. Course sequence is suggested but not required.

To complete the bachelor's degree in 4 years, you must successfully complete a minimum of 15 credits each semester or have a plan to make up credits over the course of the 4 years. For example, if you take 14 credits one semester, you need to take 16 credits in another semester. Credits completed must count toward your program requirements (major, option, minor, certificate, general education or free electives).

Required Options in this Major

Complete one option

Professional Sales Option of BS Marketing

Marketing, Professional Sales Option majors should take their required courses in the following order.

Course	Title	Credits
Year One		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA 2210	Finite Math with Business Statistics (QRCO)	4
BUS 1100	Introduction to Marketing and Sales	4
BUS 1200	Business Law and Ethics (DICO)	4
BUS 1300	Digital Information Technologies (TECO)	4
BUS 1400	Principles of Economics (GACO)	4
SAL 3280	Professional Selling Skills I	4
	Credits	**32**
Year Two		
BUS 2000	Financial & Managerial Accounting	4
BUS 2100	Introduction to Finance	2
BUS 2200	Management and Decision Making	4
BUS 2300	Business Writing and Presenting (WRCO)	4
MKT 3120	Marketing Research and Consumer Insights (QRCO)	4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		4
SAL 3290	Professional Selling Skills II	4
	Credits	**26**
Year Three		
SAL 3300	Negotiations & Conflict Resolution	4
MKT 4230	Marketing Management	4
WECO (https://coursecatalog.plymou general-education/#WECO)	Wellness Connection	4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) [3]		8
Business Electives		4
Free Electives		8
	Credits	**32**
Year Four		
SAL 4330	Professional Sales Management	4
MGM 4900	Strategy & Sustainable Competitive Advantage	4
Business Electives		4
Free Electives		10
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		8
	Credits	**30**
	Total Credits	**120**

[1] Required for the Option
[2] The maximum of three credits for the Professional Sales Elective may be accumulated in any combinations of one to three credits internships. Internship credits in excess of three credits count as free electives toward the credits required for graduation.
[3] Directions should total 20 credits (unless the major has a waiver for a specific Direction).

Strategic Marketing Option of BS Marketing

Marketing, Professional Sales Option majors should take their required courses in the following order.

Course	Title	Credits
Year One		
EN 1400	Composition	4
IS 1115	Tackling a Wicked Problem	4
MA 2210	Finite Math with Business Statistics (QRCO)	4
BUS 1100	Introduction to Marketing and Sales	4

BUS 1200	Business Law and Ethics (DICO)	4
BUS 1300	Digital Information Technologies (TECO)	4
BUS 1400	Principles of Economics (GACO)	4
SAL 3280	Professional Selling Skills I	4
	Credits	**32**
Year Two		
BUS 2000	Financial & Managerial Accounting	4
BUS 2100	Introduction to Finance	2
BUS 2200	Management and Decision Making	4
BUS 2300	Business Writing and Presenting (WRCO)	4
MKT 3120	Marketing Research and Consumer Insights (QRCO)	4
Free Electives		6-8
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		4
	Credits	**28-30**
Year Three		
MKT 3130	Digital Marketing	4
MKT 3140	Creating Effective Marketing Content	4
WECO (https://coursecatalog.plymou general-education/#WECO)	Wellness Connection	4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/) [3]		8
Business/Marketing Elective		4
Free Electives		6-8
	Credits	**30-32**
Year Four		
MKT 4120	Impact Marketing	4
MKT 4230	Marketing Management	4
Directions (choose from CTDI, PPDI, SIDI, SSDI) (https://coursecatalog.plymouth.edu/general-education/)		8
Business/Marketing Elective		4
Free Electives		10
	Credits	**30**
	Total Credits	**120**

[1] Required for the Option
[2] The maximum of three credits for the Strategic Marketing Elective may be accumulated in any combinations of one to three credits internships. Internship credits in excess of three credits count as free electives toward the credits required for graduation.
[3] Directions should total 20 credits (unless the major has a waiver for a specific Direction).

Learning Outcomes

Marketing:

- Identify core concepts of marketing and the rile of marketing in society.
- Ability to collect, process, and analyze consumer and market data to make informed decisions.
- Ability to create branding and integrated marketing communications plans that include value propositions.
- Ability to formulate and implement traditional and digital marketing and communications strategies.
  - Identify core concepts of marketing and the role of marketing (to create, communicate and deliver value).
  - Interpret consumer and market research data to make informed marketing decisions.
  - Compose marketing materials and campaigns, in multiple media, that effectively communicate meaningful value propositions and successfully connect with a target audience.
  - Write comprehensive marketing plans that align with business, branding and marketing strategy.
  - Understand the role of marketing in driving business and organizational success across a wide range of parameters, particularly in a global perspective.

Professional Sales Marketing:

- Identify customers' needs.
- Present effective solutions to customers' needs.
- Sales Presentation Skills: Identifying and using the principles and practices of professional sales consultants.

Strategic Marketing:

- Identify core concepts of marketing and the role of marketing (to create, communicate and deliver value)
- Interpret consumer and market research data to make informed marketing decisions
- Compose marketing materials and campaigns, in multiple media, that effectively communicate meaningful value propositions and successfully connect with a target audience
- Write comprehensive marketing plans that align with business, branding and marketing strategy
- Understand the role of marketing in driving business and organizational success across a wide range of parameters, particularly in a global perspective

Career Pathways

PSU students who graduate with a degree in Marketing with an option in Strategic Marketing get jobs in digital and social media marketing, event planning/marketing, marketing research, public relations, advertising, sales and other positions in the growing field of marketing.

Professional Sales Marketers create and run promotional campaigns in traditional media (TV, print), new media (digital, social) and onsite/in store.