

BSBA Marketing Requirements

The marketing program at Kutztown University provides a robust foundation in marketing by exposing students to the fundamental principles, tools, and concepts of marketing and how they apply to the offering of goods and services and create value for various stakeholders. The curriculum prepares students to develop a full range of skills such as critical thinking, quantitative and qualitative analysis, communication, problem-solving and decision-making skills. The three core requirements are consumer behavior, marketing research, and marketing management. In addition, the students choose three restricted electives from a variety of areas: advertising and media planning, professional selling, retailing management, marketing ethics, digital marketing, business logistics, and new product management, among others. Our graduates are prepared to assume positions in sales, advertising, brand management, retailing, logistics, digital marketing, and various service organizations.

Student Learning Objectives

Upon completion of the marketing program, students will be able to:

1. Understand basic marketing principles and be able to apply them in a global context.
2. Utilize analytical research techniques to understand the nature of consumers.
3. Analyze environmental forces and develop plans to utilize marketing principles in order to solve problems.
4. Demonstrate the added value of social responsibility that comes about when marketing principles are implemented in an ethical manner.

Note that all students must achieve a minimum of 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for BSBA/Marketing and business core courses (as well as ECON 110, ECON 120), separately, are also 2.0.

Required Business Core Courses – 33 credits

ACCT 121 Financial Accounting (3 credits)

ACCT 122 Managerial Accounting (3 credits)

BUSN 131 Legal Environment of Business (3 credits)

MGMT 210 Principles of Management (3 credits)

MKTG 210 Principles of Marketing (3 credits)

BUSN 220 Regression Analysis and Data Analytics (3 credits)

BUSN 275 Business Data Management and Information Systems (3 credits)

FINA 350 Financial Management (3 credits)

MGMT 351 Operations Management (3 credits)

International Elective (ECON 360, FINA 365, MGMT 352, or MKTG 370) (3 credits)

MGMT 399 Business Strategy and Policy (3 credits)

Required Courses for Marketing Program – 9 credits

MKTG 312 Consumer Behavior (3 credits)

MKTG 320 Marketing Management (3 credits)

MKTG 360 Marketing Research (3 credits)

Restricted Elective Courses for Marketing Program – 9 credits

Select three from any 300-level MKTG courses, not including the required courses.

Directed General Education Courses – 9 credits

These courses may be taken in fulfillment of General Education, as university electives, or as part of a minor. All must be approved General Education courses.

ECON 110 Principles of Macroeconomics (Category B) (3 credits)

ECON 120 Principles of Microeconomics (Category B) (3 credits)

MATH 140 Applied Statistical Methods (Category C2) **or** BUSN 120 Principles of Business Statistics (Category C2) (3 credits)

University Electives – 27 credits

Any other courses in the department of Business Administration or any university course that counts towards graduation.

Program Plan Code: BSBA_BSAD_MKTG

Effective Date: Fall 2022



BSBA Marketing Program Checksheet

Student Name:

Student ID Number:

This checksheet provides a mechanism for students and advisors to keep track of a student's progress in the program. Please refer to the program requirements for more details regarding options.

Note that all students must achieve at least 120 undergraduate credits and a minimum 2.0 overall GPA to graduate. The final GPA requirement for BSBA/Marketing and business core courses (as well as ECON 110, ECON 120), separately, are also 2.0. Students in this program cannot double major in General Business.

Required Business Core Courses – 33 credits

ACCT 121 Financial Accounting	3 credits	Grade:
ACCT 122 Managerial Accounting	3 credits	Grade:
BUSN 131 Legal Environment of Business	3 credits	Grade:
MGMT 210 Principles of Management	3 credits	Grade:
MKTG 210 Principles of Marketing	3 credits	Grade:
BUSN 220 Regression Analysis and Data Analytics	3 credits	Grade:
BUSN 275 Business Data Management and Information Systems	3 credits	Grade:
FINA 350 Financial Management	3 credits	Grade:
MGMT 351 Operations Management	3 credits	Grade:
International Elective (ECON 360, FINA 365, MGMT 352, or MKTG 370)	3 credits	Grade:
MGMT 399 Business Strategy and Policy	3 credits	Grade:
Total Credits	33 total credits	

Required Courses for Marketing Program – 9 credits

MKTG 312 Consumer Behavior	3 credits	Grade:
MKTG 320 Marketing Management	3 credits	Grade:
MKTG 360 Marketing Research	3 credits	Grade:
Total Credits	9 total credits	

Restricted Elective Courses for Marketing Program – 9 credits

Select three from any 300-level MKTG courses, not including the required courses.

Course 1:	3 credits	Grade:
Course 2:	3 credits	Grade:
Course 3:	3 credits	Grade:
Total Credits	9 total credits	

Directed General Education Courses

ECON 110 Principles of Macroeconomics (Category B)	3 credits	Grade:
ECON 120 Principles of Microeconomics (Category B)	3 credits	Grade:
MATH 140 Applied Statistical Methods (Category C2) or BUSN 120 Principles of Business Statistics (Category C2)	3 credits	Grade:

University Electives – 27 Credits

Course 1:	3 credits	Grade:
Course 2:	3 credits	Grade:
Course 3:	3 credits	Grade:
Course 4:	3 credits	Grade:
Course 5:	3 credits	Grade:
Course 6:	3 credits	Grade:
Course 7:	3 credits	Grade:
Course 8:	3 credits	Grade:
Course 9:	3 credits	Grade:
Total Credits	27 total credits	

Summary of Graduation Requirements

Total credits from business core and program courses	51
Total credits from general education program	42
Total credits from university electives	27
Minimum total credits to graduate	120
Minimum overall GPA	2.0
Minimum GPA in business core courses (as well as ECON 110, ECON 120)	2.0
Minimum GPA in program courses	2.0

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BSBA Marketing 8-Semester Planner

Student Name:

Student ID Number:

Each semester listed below provides information including course categories, typical credit hours (CH.), and space to add specific course selections. This planner is only a suggested path. Consult with your program advisor regarding your unique plans and interests as you make choices about your schedule.

First Semester Plan

Gen Ed	FYS 100, First Year Seminar	3 CH.	Selection: FYSM 100
Gen Ed	Category A1 – COMP 100 or A3 – COST 10	3 CH.	Selection:
Gen Ed	Category B – ECON 110 or ECON 120	3 CH.	Selection:
Gen Ed	MATH 105 (University Elective) or MATH 140 (Category C2)	3 CH.	Selection:
Program	Core – BUSN 131	3 CH.	Selection:
Total		15 CH.	

Second Semester Plan

Gen Ed	Category A3 – COST 10 or A1 – COMP 100	3 CH.	Selection:
Gen Ed	Category B – ECON 110 or ECON 120	3 CH.	Selection:
Gen Ed	Category C – MATH 140 (C2) or any C1	3 or 4 CH.	Selection:
Gen Ed	Category D	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15-16 CH.	

Third Semester Plan

Gen Ed	Category A2	3 CH.	Selection:
Gen Ed	Category C	3 or 4 CH.	Selection:
Program	Core – ACCT 121	3 CH.	Selection:
Program	Core – BUSN 220 or BUSN 275	3 CH.	Selection:
Program	Core – MGMT 210 or MKTG 210	3 CH.	Selection:
Total		15-16 CH.	

Fourth Semester Plan

Gen Ed	Category D	3 CH.	Selection:
Program	Core – ACCT 122	3 CH.	Selection:
Program	Core – BUSN 220 or BUSN 275	3 CH.	Selection:
Program	Core – MGMT 210 or MKTG 210	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Fifth Semester Plan

Gen Ed	Category A4	3 CH.	Selection:
Gen Ed	Category B	3 CH.	Selection:
Program	Core – FINA 350 or MGMT 351	3 CH.	Selection:
Program	Program Required – MKTG 360	3 CH.	Selection:
Program	Restricted Elective	3 CH.	Selection:
Total		15 CH.	

Sixth Semester Plan

Gen Ed	Category C or University Elective	3 CH.	Selection:
Gen Ed	Category D	3 CH.	Selection:
Program	Core – FINA 350 or MGMT 351	3 CH.	Selection:
Program	Program Required – MKTG 312	3 CH.	Selection:
Program	Restricted Elective	3 CH.	Selection:
Total		15 CH.	

Seventh Semester Plan

Program	Core – MGMT 399 or International Elective	3 CH.	Selection:
Program	Program Required – MKTG 320	3 CH.	Selection:
Program	Restricted Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Eighth Semester Plan

Program	Core – MGMT 399 or International Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Elective	University Elective	3 CH.	Selection:
Total		15 CH.	

Additional Notes:

1. Students in this program cannot double major in General Business.
2. To meet graduation criteria, students must complete a minimum of 120 credits, fulfill general education and supply chain management program requirements, and attain minimum GPA of 2.0 in the overall courses, the business core courses (as well as ECON 110, ECON 120), and the program-specific coursework; these requirements must be fulfilled separately.
3. Modifications to this plan may occur based on course availability and/or your individual academic plan. Please seek guidance from your academic advisor for specific details.

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