

# MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA) – ONLINE DEGREE COMPLETION PROGRAM

Our program will provides a strong set of skills for students to become successful, ethical, and effective marketing leaders. Students gain the marketing knowledge, skills, and abilities to excel in a marketing career along with a foundation of technical and practical business skills in management, MIS, accounting, finance, economics, and operations.

Besides the fundamentals of marketing, students also learn practical skills that set them apart in both internships and entry-level positions. As a marketing student, you will learn:

- How to anticipate and satisfy consumer needs and wants
- Marketing research, product planning, pricing, promotion and distribution
- Concepts, functions and institutions of marketing
- Skills to analyze, formulate and implement marketing strategies
- Sales strategies and techniques
- How to use data to make marketing mix decisions
- Marketing analytics: Data analysis and interpretation skills as they are applied to market planning and strategy decisions.

## RELATED LINKS

Marketing, BSBA Program Page (<https://www.sru.edu/academics/online-learning/online-degree-completion-ug-programs/>)

Marketing Fact Sheet URL (<https://www.sru.edu/documents/programs/factsheets/undergraduate/FS-Marketing.pdf>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

## Curriculum Guide

### GPA Requirement

Major GPA: 2.0 or higher

Overall GPA: 2.0 or higher

Core GPA: 2.0 or higher

### Summary\*

Code	Title	Hours
	Rock Studies 2 Requirements	42
	Other Basic Requirements	0-3
	Major Requirements	66
	Electives	12

\* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

## Rock Studies 2 Requirements

Code	Title	Hours
	Complete 39 Rock Studies Credits	39
ECON 202	Principles of Microeconomics	3
	Total Hours	42

<sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.

<sup>2</sup> From at least 3 categories; no more than 6 credits from one department; 6 credits must be 300-level or above.

## Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
	Complete one of the following:	0-3
	Meet required minimum SAT or ACT math score OR	
ESAP 110	Beginning Algebra	
	<b>Total Hours</b>	<b>0-3</b>

## DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

## Major Requirements

- 30 major credits must be taken at SRU or PASSHE
- 30 major credits must be taken at the 300 level or above

Code	Title	Hours
<b>Basic Core Courses</b>		
ACCT 209	Financial Accounting <sup>1</sup>	3
ACCT 322	Business Analysis and Decision Making <sup>1</sup>	3
ACCT 340	Legal Environment of Business <sup>1</sup>	3
ECON 201	Principles of Macroeconomics <sup>1</sup>	3
	Select one of the following:	3
ECON 219	Business Analytics I <sup>1</sup>	
MGMT 219	Business Analytics I <sup>1</sup>	
	Select one of the following:	3
ECON 319	Business Analytics II <sup>1</sup>	
MGMT 319	Business Analytics II <sup>1</sup>	
FIN 320	Managerial Finance <sup>1</sup>	3
	Select one of the following:	3
MGMT 303	Issues in Global Business <sup>1</sup>	
FIN 303	Issues in Global Business <sup>1</sup>	
MRKT 303	Issues in Global Business <sup>1</sup>	
MGMT 320	Operations Management <sup>1</sup>	3
MGMT 351	Organizational Behavior <sup>1</sup>	3
MGMT 458	Business Capstone <sup>1</sup>	3
MIS 265	Management Information Systems <sup>1</sup>	3
MRKT 230	Principles of Marketing <sup>1</sup>	3
	<b>Subtotal</b>	<b>39</b>

**Required Computer Science Course**

Select one of the following:	3
CPSC 210 Productivity Software <sup>1</sup>	
MIS 210 Productivity Software <sup>1</sup>	
Subtotal	3

**Required Marketing Courses**

MRKT 332 Business Marketing <sup>2</sup>	3
MRKT 333 Consumer Behavior <sup>2</sup>	3
MRKT 336 Professional Selling <sup>2</sup>	3
MRKT 430 Marketing Research <sup>2</sup>	3
MRKT 431 Marketing Seminar <sup>2</sup>	3
Subtotal	15

**Marketing Electives**

Select three of the following:	9
MRKT 331 Distribution Management <sup>2</sup>	
MRKT 334 Advertising Management <sup>2</sup>	
MRKT 335 Retail Management <sup>2</sup>	
MRKT 338 E-Commerce <sup>2</sup>	
MRKT 390 Experimental <sup>2</sup>	
MRKT 425 Marketing Analytics <sup>2</sup>	
MRKT 437 International Marketing <sup>2</sup>	
MRKT 450 Internship <sup>2</sup>	
MRKT 490 Independent Study <sup>2</sup>	
Subtotal	9

**Total Hours** **66**

<sup>1</sup> Course counts for 50% of Major and not for Major GPA

<sup>2</sup> Course counts for 50% of Major and Major GPA

\* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

**Co-curricular and Experiential Learning**

Students are encouraged to explore additional curricular and co-curricular opportunities. There is a strong correlation between long-term student success and participation in the following types of programs and activities:

1. International study programs (short-term, semester, and year-long)
2. High-Impact Practice (HIP) designated classes
3. Student clubs and organizations
4. Internships
5. Service-learning classes
6. Career education and development
7. Student leadership development
8. Student-faculty research
9. Volunteering
10. Job Shadowing

**Important Curriculum Guide Notes**

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report

and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

MARKETING - BSBA (23MO)

This program is effective as of Summer 2023

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