

MARKETING, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA)

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: Ddata analysis and interpretation skills as they are applied to market planning and strategy decisions.

POLICY FOR CHANGING TO MARKETING MAJOR:

A Slippery Rock University student wishing to change their major to Marketing MUST have a minimum overall GPA of 2.0.

Program Learning Outcomes

- **Critical Thinking and Problem Solving (UO2):** Students graduating with a degree in business administration will demonstrate effective critical thinking and problem-solving skills. Students will:
 - Apply critical thinking skills to analyze and interpret financial statements to judge business performance.
 - Apply critical thinking skills using quantitative techniques for problem solving and strategic decision making
- **Communication (UO1):** Students graduating with a degree in business administration will demonstrate competency in oral and written communication skills. Students will:
 - Prepare in proper format and style the following documents: business report (one to two pages), business memo, research report and presentation.
 - Deliver an effective oral presentation on a business and/or professional topic.
- **Information Technology (UO10):** Students will demonstrate proficiency in the use of computers and software to manage information with statistical analysis, spreadsheet, database, and other appropriate applications.
- **Ethics (UO8):** Students graduating with a degree in business administration will demonstrate an understanding of the legal environment and ethical standards of business and an awareness of the implications of their behavior and actions as a business professional. Students will apply an appropriate framework for examining ethical dilemmas and be able to (1) identify ethical issues

and stakeholders, (2) evaluate alternative course(s) of action, and (3) formulate an appropriate action plan.

- **Professional Proficiency (UO5):** Students graduating with a degree in business administration will have acquired the necessary skills and knowledge to meet professional competencies as business professionals and global citizens. Students will:
 - Demonstrate an understanding of the history and vocabulary unique to business disciplines.
 - Demonstrate knowledge of procedures, concepts, and technical business skills through practical application (forecasting, budgeting, financial statement analyses, business plans, strategic planning).
 - Demonstrate the ability to read and interpret financial statements in the decision-making process.
 - Demonstrate effective teamwork and collaborative skills in a simulated business environment.

RELATED LINKS

Marketing, BSBA Program Page (<https://www.sru.edu/academics/majors-and-minors/marketing/>)

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-licensure/>)

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	42-43
	Other Basic Requirements	0-3
	Major Requirements	66
	Electives	11-12

* 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
The Rock		
SUB 139	Foundations of Academic Discovery ¹	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
Select one of the following:		3-4
MATH 117	Quantitative Reasoning	
MATH 123	Introduction to Applied Calculus	
MATH 225	Calculus I	
Select one of the following:		3
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	

POLS 235	Civil Discourse and Democracy	
Subtotal		15-16
Integrated Inquiry		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Humanities Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Social Science Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) ²		12
Required Thematic Thread Coursework:		
ECON 202	Principles of Microeconomics	
Total Hours		42-43

¹ Course offered in multiple subjects; cannot take course in first major subject.

² 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	
Total Hours		0-3

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
Basic Core Courses		
ACCT 209	Financial Accounting ¹	3
ACCT 322	Business Analysis and Decision Making ¹	3
ACCT 340	Legal Environment of Business ¹	3
ECON 201	Principles of Macroeconomics ¹	3

Select one of the following:		3
ECON 219	Business Analytics I ¹	
MGMT 219	Business Analytics I ¹	
Select one of the following:		3
ECON 319	Business Analytics II ¹	
MGMT 319	Business Analytics II ¹	
FIN 320	Managerial Finance ¹	3
Select one of the following:		3
MGMT 303	Issues in Global Business ¹	
FIN 303	Issues in Global Business ¹	
MRKT 303	Issues in Global Business ¹	
MGMT 320	Operations Management ¹	3
MGMT 351	Organizational Behavior ¹	3
MGMT 458	Business Capstone ¹	3
MIS 265	Management Information Systems ¹	3
MRKT 230	Principles of Marketing ¹	3
Subtotal		39

Required Computer Science Course

Select one of the following:		3
CPSC 210	Productivity Software ¹	
MIS 210	Productivity Software ¹	
Subtotal		3

Required Marketing Courses

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

Marketing Electives

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

Total Hours **66**

¹ Course counts for 50% of Major and not for Major GPA

² 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 (2343)

This program is effective as of Summer 2022

Revised 11.30.2023

UCC 11.07.2023

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
ECON 201	Principles of Macroeconomics	3
ENGL 102	Critical Writing	3
ESAP 101	FIRST Seminar *	1
MATH 117 or MATH 123 or MATH 225	Quantitative Reasoning or Introduction to Applied Calculus or Calculus I	3
MIS 210	Productivity Software	3
SUBJ 139	Foundations of Academic Discovery ¹	3
Optional		
CPSC 100	Introduction to Computing for Liberal Arts (or Computer Competency Exam)	
ESAP 110	Beginning Algebra	
Hours		16
Spring		
ECON 202	Principles of Microeconomics	3
ENGL 104	Critical Reading	3
SCI 101	Science of Life	3
Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3

Humanities Inquiry (<https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/>) 3

Hours **15**

Second Year

Fall

Select one of the following: 3

COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
ECON 219 or MGMT 219	Business Analytics I or Business Analytics I	3
MIS 265	Management Information Systems	3
MRKT 230	Principles of Marketing	3
SCI 102	Understanding the Physical World	3

Declare a Thematic Thread ³

Hours **15**

Spring

ACCT 209	Financial Accounting	3
MGMT 320	Operations Management	3
MGMT 351	Organizational Behavior	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective ⁴		3

Hours **15**

Third Year

Fall

ECON 319 or MGMT 319	Business Analytics II or Business Analytics II	3
FIN 303 or MRKT 303	Issues in Global Business or Issues in Global Business	3
MRKT 332	Business Marketing	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3
Elective ⁴		3

Hours **15**

Spring

ACCT 322	Business Analysis and Decision Making	3
FIN 320	Managerial Finance	3
MRKT 333	Consumer Behavior	3
MRKT 450	Internship (Or Marketing Elective)	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3

Hours **15**

Fourth Year

Fall

ACCT 340	Legal Environment of Business	3
MRKT 430	Marketing Research	3
MRKT 437	International Marketing	3
Marketing Elective ⁴		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/)		3

Optional

MBA Course ²

MBA Course ²		
		Hours
		15
Spring		
MGMT 458	Business Capstone	3
MRKT 431	Marketing Seminar	3
Marketing Elective ⁴		3
Elective ⁴		3
Elective ⁴		3
Optional		
MBA Course ²		
MBA Course ²		
		Hours
		15
Total Hours**		121

¹ Course offered in multiple subjects; cannot take course in first major subject.

² SRU Undergraduates who have earned 90 or more credits (including in-progress courses) with a minimum 2.75 GPA are eligible to apply, enroll, and earn graduate level credit. Credits earned are graduate level only, separate from the undergraduate credits earned for the degree and are not calculated in the student's undergraduate credit and grade point totals. See policy details here: Senior Undergraduate Students Earning Graduate Credit (<https://catalog.sru.edu/academic-policies/senior-undergraduate-students-earning-graduate-credit/>).

³ Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

⁴ Students are encouraged to take the following courses for electives: MRKT 334, MRKT 335, MRKT 336, MRKT 338, MRKT 450 and/or HCAM 415

* Students are encouraged to take ESAP 101 as a Free Elective.

**** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.**

Major Code: 2343

Revised: 05.10.2023