MARKETING, B.S.

Millersville University’s Marketing program produces creative professionals who are well versed in interacting with customers and researching market trends. The marketing program helps students understand how to effectively develop attractive products and services, how to price offerings competitively, and how to stand out from other firms by using cutting edge advertising strategies. Through our courses in consumers behavior, marketing research, marketing strategy and our multiple marketing elective courses, students develop strong communication skills, consumer research ability, and strategic business acumen. Our marketing graduates will be able to gather data and develop strategies to help organizations best serve their markets and customers.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUAD 161</td>
<td>Intro to Financial Accounting (C- minimum)</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 162</td>
<td>Intro to Managerial Accounting (C- minimum)</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 202</td>
<td>Legal Environment of Business (C- minimum)</td>
<td>3</td>
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</tbody>
</table>

**REQUIRED BUSINESS COURSES**

A grade of C- or higher is required in BUAD 231 (Marketing), BUAD 251 (Management), and BUAD 341 (Finance) as a pre-requisite for the upper level courses in the respective areas.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BUAD 206</td>
<td>Business Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 231</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 251</td>
<td>Principles of Management</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 307</td>
<td>Management Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 341</td>
<td>Managerial Finance 1</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 352</td>
<td>Human Resource Management</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 358</td>
<td>Management Science</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 455</td>
<td>Strategy and Policy</td>
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**UPPER LEVEL MARKETING COURSES**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MKTG 332</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 431</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 436</td>
<td>Marketing Strategy</td>
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Seminar in Business Administration - Choose 1 of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>BUAD 488A</td>
<td>Seminar in Accounting and Finance</td>
<td>3</td>
</tr>
<tr>
<td>BUAD 488B</td>
<td>Seminar in Management and Marketing</td>
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<tr>
<td>MGMK 300</td>
<td>Co-Op Ed Exp in Mgmt/Mktg</td>
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Marketing Electives - Choose 9 hours from:

<table>
<thead>
<tr>
<th>Code</th>
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<th>Hours</th>
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<tbody>
<tr>
<td>Any 33-level MKTG course(s)</td>
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<tr>
<td>Any 43-level MKTG course(s)</td>
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<tr>
<td>MKTG 405</td>
<td>Topics in Marketing</td>
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**DEPARTMENTAL ELECTIVES**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Any ACCT course(s)</td>
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<td></td>
</tr>
<tr>
<td>Any BUAD course(s)</td>
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</tr>
<tr>
<td>Any FIN course(s)</td>
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<tr>
<td>Any MGMT course(s)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Any MKTG course(s)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Any ACFN course(s)</td>
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</tr>
<tr>
<td>Any MGMK course(s)</td>
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<td></td>
</tr>
<tr>
<td>Any INTB course(s)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Any INTE course(s)</td>
<td>3</td>
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Note: This requirement may not be satisfied with BUAD 161, BUAD 162, BUAD 202, BUAD 206, BUAD 231, BUAD 251, BUAD 307, BUAD 341, BUAD 352, BUAD 358, or BUAD 455.

For 'Departmental Electives', you may select any three BUAD courses (including COOP/Internships), or you may also take certain approved non-business elective courses to fill this requirement. You may click here to see the current list of non-business electives. Declaring more than one business concentration, a second major, or a minor will waive departmental electives.

**Total Hours** 63

**Req Related for Marketing**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ECON 101</td>
<td>Principles of Macroeconomics (C- minimum)</td>
<td>3</td>
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<tr>
<td>ECON 102</td>
<td>Principles of Microeconomics (C- minimum)</td>
<td>3</td>
</tr>
<tr>
<td>MATH 256</td>
<td>Data Visualization and Communication</td>
<td>1-4</td>
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<tr>
<td>MATH 279</td>
<td>Experimental (Data Visualization Comm)</td>
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**Total Hours** 13-16