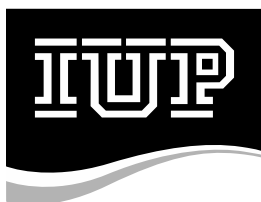


# UNDERGRADUATE CATALOG 2016–17

Department of Marketing  
Eberly College of Business and Information Technology  
[www.iup.edu/marketing](http://www.iup.edu/marketing)

This document is a direct extract from the full 2016–17 *Undergraduate Catalog*. As a result, the original page numbering will appear.

For information on other colleges at IUP, or about specific courses, please consult the full 2016–17 catalog, available at [www.iup.edu/registrar/catalog](http://www.iup.edu/registrar/catalog). Earlier catalogs are also available at this web address.



Indiana University of Pennsylvania

## Department of Marketing

**Website:** [www.iup.edu/marketing](http://www.iup.edu/marketing)

**Parimal S. Bhagat, Chairperson;** Batra, Bebko, Bhagat, Byramjee, Garg, Krishnan, Sciulli, Sharma; and professor emeritus Weiers

The bachelor of science degree program in marketing is designed to prepare its majors for a wide range of careers in private and public sector marketing, including sales management, retailing, brand management, advertising, distribution and logistics, customer relationship management, marketing research, public relations, marketing for nonprofit organizations, e-commerce, and international marketing. The program focuses on integrating technical knowledge in all areas of marketing with analytical and communication skills to prepare students for the challenges of the global competition in the 21st century.

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## Bachelor of Science—Marketing

**Liberal Studies:** As outlined in Liberal Studies section with the following specifications: 49-50

**Mathematics:** MATH 115

**Social Science:** ECON 121, PSYC 101

**Liberal Studies Electives:** 9cr, BTED/COSC/IFMG 101, ECON 122, MATH 214, no courses with MKTG prefix

**College: Business Administration Core** 33

**Required Courses:**

ACCT 201	Accounting Principles I	3cr
ACCT 202	Accounting Principles II	3cr
BCOM 321	Business and Interpersonal Communications	3cr
BLAW 235	Legal Environment of Business	3cr
FIN 310	Fundamentals of Finance	3cr
IFMG 300	Information Systems: Theory and Practice	3cr
MGMT 310	Principles of Management	3cr
MGMT 330	Production and Operations Management	3cr
MGMT 495	Business Policy	3cr
MKTG 320	Principles of Marketing	3cr
QBUS 215	Business Statistics	3cr

**Major: Marketing** 27

**Required Courses:** 15-18cr

MKTG 321	Consumer Behavior	3cr
MKTG 421	Marketing Research	3cr
MKTG 450	Marketing Strategy	3cr

A minimum of two courses from the following:

MKTG 430	International Marketing	3cr
MKTG 431	Business-to-Business Marketing	3cr
MKTG 435	Professional Selling and Sales Management	3cr

**Major Electives:** Select 9-12cr from the following: 9-12cr

MKTG 350, 432, 433, 434, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 481, 482, 493; One (3cr) advanced-level non-MKTG prefix course from allied fields of student's career interest may be substituted for a Marketing elective, with advisor's documented permission.

**Free Electives:** 10-11

**Total Degree Requirements:** 120

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## Minor—Marketing (1) 18

(for business majors and students majoring in fashion merchandising, sports administration, art, journalism and public relations, or hospitality management)

**Required Courses:**

MKTG 320	Principles of Marketing	3cr
MKTG 321	Consumer Behavior	3cr
Four additional MKTG courses		12cr

(1) Minor course requirements must be completed with a minimum cumulative GPA of 2.0.

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