

UNDERGRADUATE CATALOG 2017–18

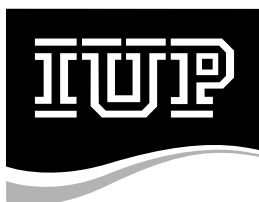
DEPARTMENT OF MARKETING

EBERLY COLLEGE OF BUSINESS AND INFORMATION TECHNOLOGY

www.iup.edu/marketing

This document is a direct extract from the full 2017–18 *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 2017–18 catalog, available at www.iup.edu/registrar/catalog. Earlier catalogs are also available at this web address.



Indiana University of Pennsylvania

Bachelor of Science—Marketing

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

Mathematics: MATH 115 (1)

Social Science: ECON 121, PSYC 101

Liberal Studies Electives: 9cr, COSC/IFMG 101 or IFMG 110 (2), ECON 122, MATH 214 (3), no courses with MGMT 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

(1) MATH 115 or 121 or 125.

(2) IFMG 110 cannot be used as a D/F repeat for COSC/IFMG 101.

(3) MATH 214 or 216 or 217.

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.

Department of Marketing

Website: www.iup.edu/marketing

Framarz Byramjee, Chairperson; Batra, Bebko, Bhagat, 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.