



Marketing, BS

Department:

Marketing

College:

Eberly College of Business and Information Technology

Website:

<https://www.iup.edu/marketing/>

Contact Information:

See your MyIUP for advisor information

ECB 402, Marketing Department

Eberly College of Business

Phone: 724-357-3170



Career Opportunities:

Jobs and placement prospects in Marketing encompass several fields like advertising, promotions, public relations, professional selling and sales, distribution and logistics, retailing, branding, product design and development, services marketing, event marketing, social media, hospitality management, marketing research and marketing analytics. Marketing careers are pursued in a wide range of industries and economic sectors.

Program Features:

In addition to the business core classes you'll take are required courses Consumer Behavior, Marketing Research and Marketing Strategy. This foundation will be complemented with fifteen credits of Marketing electives. Choose from a wide variety of electives such as internet marketing, social media marketing, advertising, professional selling, sales management, marketing research, marketing logistics, product design and branding, business-to-business marketing, direct marketing, retail management, and services marketing. It is possible to complete your degree in 3 years or obtain an MBA in one additional year.

Student Organizations:

Marketing students can engage in various co-curricular and intellectual/professional activities outside of the classroom, deepening their commitment to their respective areas of interest. They can hold memberships in student organizations like primarily the **AMA (American Marketing Association)**, and Business Fraternities of their choice or aptitude like Phi Beta Lambda, Phi Gamma Nu, Pi Omega Pi, etc. They can partake in working activities at the Small Business Development Center (SBDC) and Small Business Institute (SBI) as credit-seeking activities or in line with coursework or even as volunteers to enhance practical exposure and commit to working relationships and networking.

Experiential Learning:

Many of our students do internships (mostly for credit) at several small/medium/large firms to further their career prospects. Our **Corporate Relations Office in Eberly Business College** and the Career Services Office at the University assist students to obtain internships and career placement opportunities. Students can study abroad with our partner business schools in Europe, Asia, and Latin America. Through scholarships with these schools, the cost of study is on par with the cost at IUP.

Additional Comments:

All faculty in Marketing have a PhD. and with several years of business experience. For general information, contact Department secretary, Ms. Kathie McCurdy (kmccurdy@iup.edu)



Marketing, BS

Department: **Marketing**
 College: **Eberly College of Business**
 Degree: **Bachelor of Science**
 Calendar Year: **2020-21**
 Website: <https://www.iup.edu/marketing/>

Program Description: As a Marketing major, you will focus on integrating real-world knowledge with analytical and communication skills. You will choose from a large number of electives, specializing in areas of marketing that most interest you, and also have access a very active internship program with diverse opportunities.

Freshman Year:	Fall		Spring	
HIST 196/197/198 US/European/Global History		3cr	ENGL 101 Composition-1	3cr
MATH 107 & 108 Business Math/Application		4cr	MATH 214 Prob & Statistics for Bus Majors	3cr
IFMG 110 or IFMG/COSC 101 Comp Lit		3cr	ECON 122 Principles of Microeconomics	3cr
ECON 121 Principles of Macroeconomics Bus		3cr	COMM 143/COSC 143 /ECON 143/ FCSE 143/ FDNT 143/ FIN 143/KHSS 143/ NURS 143	3cr
BUS 101		3cr	PSYC 101 General Psychology	3cr
		TOTAL 16cr		TOTAL 15cr
Sophomore Year:	Fall		Spring	
QBUS 215 Bus. Statistics (MATH 214) ENGL 202		3cr	ACCT 202 Accounting Principles II (ACCT 201)	3cr
Composition II (ENGL 101/Soph Standing) ACCT		3cr	BLAW 235 Legal Environment of Business	3cr
201 Accounting Principles I (Sophomore Status)		3cr	Philosophy or Religious Studies (choose one) PHIL100/101/122/130/223/240 or RLST 100/110/101)	3cr
ARHI 101/MUHI 101/THTR 101/ DANC 102/THTR 161		3cr	Choose one GLOBAL MULTI AWARE Course from the UG Catalog:	
Science-Lecture w/wo Lab		3-4cr	ANTH 110/211/213, GEOG 104, PLSC 101 GEOG/RGPL 103	3cr
		TOTAL 15-16cr		TOTAL 15cr
Junior Year:	Fall		Spring	
MKTG 320 Prin. of Mktg		3cr	MKTG 321 Consumer Behavior	
BCOM 321 Business Communications		3cr	MGMT 310 Prin. of Mgmt	3cr
FIN 310 Fund of Finance (ACCT 202, MATH 214)		3cr	ENGL 121 Humanities Literature	3cr
MGMT 310 Prin of Management		3cr	MGMT 330 Prod. & Oper. Mgmt	3cr
IFMG 300 Informations Systems		3cr	MKTG 421 Marketing Research	3cr
		TOTAL 15cr		TOTAL 15cr
Senior Year:	Fall		Spring	
3 Marketing Electives		9cr	MGMT 495 Bus Policy (Bus Core + Grad Senior)	3cr
Free Elective (can be Marketing)		3cr	MKTG 450 Marketing Strategy	3cr
1 Science w/wo Lab.		3-4cr	2 Marketing Electives	6cr
		TOTAL 15cr	Free Elective (can be Marketing)	3cr
				TOTAL 15cr
Total Credits for Degree:				120 Credits

*Due to curriculum changes from future semesters, the official version of this document will be located in the department office.