

THE UNIVERSITY OF SCRANTON  
KANIA SCHOOL OF MANAGEMENT  
MARKETING

## About the Program

Marketing is the business process that moves goods and services from concept to customer by identifying, anticipating, creating and satisfying consumer demand in a competitive marketplace. You'll graduate with a strong command of the principles, practices and technical skills that will prepare you for success in this field.



## Outcomes & Opportunities

- Internships allow you to explore your chosen field, make connections and earn experience that will add to your resume. Some examples of internship sites include Bloomberg LP, the Philadelphia Phantoms, UBS Financial Services and Prudential.
- A degree in marketing from Scranton provides an excellent foundation for work in private, publicly traded and nonprofit organizations and in a wide variety of positions including advertising, brand management, marketing analysis and social media manager.
- Many students look to complement their marketing knowledge with an advanced degree in business, law or other fields. Scranton students also have the option of applying for the accelerated BS/MBA program at Scranton.
- High school seniors interested in marketing may apply for a direct-entry seat in the accelerated Master of Business Administration (MBA) program at The University of Scranton.
- We have a proven track record of helping students land exciting positions after graduation at companies such as Havas Media Group, Madison Square Garden, Morgan Stanley and Ulta Beauty.

Our Kania School of Management  
has ranked among The Princeton  
Review's "Best Business Schools"  
for 17 years.



**SUCCESS AHEAD**

[admissions.scranton.edu/marketing](https://admissions.scranton.edu/marketing)

# MARKETING CURRICULUM

	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.
<b>FIRST YEAR</b>			
GE S/BH	ECO 153 - (S) Principles of Microeconomics		
	ECO 154 - (S) Principles of Macroeconomics	3	3
GE SPCH-WRTG	BUS 140 - Business Information & Oral Proficiency – WRTG 107 - (FYW) Composition	3	3
GE PHIL-T/RS	PHIL 120 - Introduction to Philosophy		
	T/RS 121 - (P) Theology I: Introduction to the Bible	3	3
GE QUAN	MATH ELECT - Math Option (two courses) <sup>1</sup>	3-4	3-4
GE HUMN	HUMN ELECT - Humanities Electives <sup>2</sup>	3	3
GE FSEM	First Year Seminar <sup>4</sup>		
BUS CORE	BUS 150 - Career & Professional Development		1
		<b>15-16</b>	<b>16-17</b>
<b>SECOND YEAR</b>			
BUS CORE	ACC 253 - Financial Accounting – ACC 254 - Managerial Accounting	3	3
BUS CORE	STAT 251 - (Q) Statistics for Business I		
	STAT 252 - (Q) Statistics for Business II	3	3
BUS CORE	OIM 251 - Excel for Business Applications	1	
BUS CORE	MGT 251 - Legal Environment of Business	3	
GE PHIL-T/RS	PHIL 210 - Ethics		
	T/RS 122 - (P) Theology II: Introduction to Christian Theology	3	3
E NSCI	NSCI ELECT - Natural Science Elective		3
GE HUMN	HUMN ELECT - Humanities Elective	3	
GE ELECT	FREE ELECT - Free Elective <sup>3</sup>		3
		<b>16</b>	<b>15</b>
<b>THIRD YEAR</b>			
MAJOR	MKT 361 - Marketing Research		3
MAJOR	MKT 362 - Consumer Behavior		3
BUS CORE	MKT 351 - Introduction to Marketing – FIN 251 - Introduction to Finance	3	3
BUS CORE	MGT 351 - MGT I: Managing Organizations – MGT 352 - MGT II: Leading People	3	3
BUS CORE	OIM 351 - Introduction to Business Analytics		
	OIM 352 - Introduction to Operations Management	3	3
BUS CORE	ECO/IB 351 - (D) Environment of International Business	3	
GE PHIL or T/RS	PHIL ELECT - Philosophy Elective –T/RS- T/RS Elective	3	
GE NSCI	NSCI ELECT - Natural Science Elective	3	
		<b>18</b>	<b>15</b>

	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.
<b>FOURTH YEAR</b>			
MAJOR	MKT 470 - Marketing Communications		
	MKT 476 - Marketing Strategy	3	3
MAJOR	MKT ELECT - Marketing Electives	3	3
BUS CORE	MGT 455 - Business Policy & Strategy	3	
BUS CORE	OIM 471 - Business Information Management		3
GE HUMN	HUMN ELECT - Humanities Elective	3	
GE ELECT	FREE ELECT - Free Electives	3	6
		<b>15</b>	<b>15</b>

**Total: 125-127 Credits**



## CONTACT INFORMATION

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**1.888.SCRANTON** or visit [admissions.scranton.edu](https://admissions.scranton.edu)

<sup>1</sup> See note on Math Options.

<sup>2</sup> If EDUC 113 is required in the first semester, it is taken in place of a humanities elective and is counted as a GE free elective. One GE free elective in the fourth year must then be taken as a humanities elective.

<sup>3</sup> If a third math course is required, it replaces this GE elective.

<sup>4</sup> The selection of a First Year Seminar is likely to fulfill requirements both for the First Year Seminar and a General Education Requirement. Thus, the First Year Seminar will not add to the total credits for the semester. Talk with your advisor if you have any questions.

Curriculum grid effective for the 2022-23 academic year in accordance with the undergraduate course catalog.