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, **LIBS 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 directentry 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.





MARKETING CURRICULUM

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	Department & Number - Descriptive Title of Course	Fall Cr.	Spr. Cr.	
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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	
		15	15	

Total: 125-127 Credits



CONTACT INFORMATION

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1.888.SCRANTON or visit admissions.scranton.edu

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

¹ See note on Math Options.

² 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.

³ If a third math course is required, it replaces this GE elective.

⁴The 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.