MARKETING

KANIA SCHOOL OF MANAGEMENT

ABOUT THE MAJOR

Marketing drives business success by transforming ideas into customer-ready solutions — identifying, anticipating, and satisfying demand in a competitive marketplace. You'll graduate with the expertise, strategy, and technical skills to excel in the field. Plus, hands-on projects and industry insights will prepare you to innovate in a dynamic market.

CONTACT US

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admissions.scranton.edu/marketing

OUTCOMES & OPPORTUNITIES

- Students have completed internships at top companies like Bloomberg LP, the Philadelphia Phantoms, UBS Financial Services, and Prudential.
- Many graduates advance their expertise with degrees in business, law, and related fields, including through Scranton's accelerated BS/MBA program — where high school seniors can secure a direct-entry seat.
- Graduates find success in advertising, brand management, marketing analysis, and social media across private, public, and nonprofit sectors at leading companies like Havas Media Group, Madison Square Garden, Morgan Stanley, and Ulta Beauty.

BEST COLLEGES U.S.News & WORLD REPORT NATIONAL UNIVERSITIES 2027

AACSB ACCREDITED



THE UNIVERSITY *of* SCRANTON

MARKETING

127-128 Credits

LEARN MORE!

1st Year: FALL

COURSE#	COURSE TITLE	CREDITS
ECO 153	Principles of Microeconomics	3
BUS 140	Business Information & Oral Proficiency	3
PHIL 120	Introduction to Philosophy	3
MATH ELECT	Math Option	3-4
HUMN ELECT	Humanities Elective	3
First Year Seminar		0

Total Credits: **15-16**

1st Year: SPRING

COURSE#	COURSE TITLE	CREDITS
ECO 154	Principles of Macroeconomics	3
WRTG 107	Composition	3
FREE ELECT	Free Elective	3
T/RS 121	Theology I: Introduction to the Bible	3
HUMN ELECT	Humanities Elective	3
First Year Seminar		0
BUS 150	Career and Professional Development	1

Total Credits: **16**

2nd Year: FALL

COURSE#	COURSE TITLE	CREDITS
ACC 253	Financial Accounting	3
STAT 251	Statistics for Business I	3
OIM 251	Excel, Power BI, & Python	3
PHIL 210	Ethics	3
HUMN ELECT	Humanities Elective	3
MGT 251	Legal Environment of Business	3

Total Credits: **18**

2nd Year: SPRING

COURSE#	COURSE TITLE	CREDITS
ACC 252	Financial Accounting	3
STAT 252	Statistics for Business II	3
T/RS 122	Theology II: Introduction to the Bible	3
NSCI ELECT	Natural Science Elective	3
FREE ELECT	Free Elective	3

Total Credits: **15**

3rd Year: FALL

COURSE#	COURSE TITLE	CREDITS
MKT 251	Principles of Marketing	3
MGT 351	MGT I: Managing Orgs	3
OIM 351	Intro to Business Analytics	3
ECO/IB 351	Environment of International Business	3
PHIL ELECT or **T/RS ELECT**	Philosophy Elective or Theology Elective	3
NSCI ELECT	Natural Science Elective	3

Total Credits: **18**

3rd Year: SPRING

COURSE#	COURSE TITLE	CREDITS
MKT 361	Marketing Research	3
MKT 362	Consumer Behavior	3
FIN 251	Introduction to Finance	3
MGT 352	MGT II: Leading People	3
OIM 352	Introduction to Operations Management	3

Total Credits: **15**

4th Year: FALL

COURSE#	COURSE TITLE	CREDITS
MKT 470	Marketing Communications	3
MKT ELECT	Marketing Elective	3
MGT 455	Business Policy and Strategy	3
HUMN ELECT	Humanities Elective	3
FREE ELECT	Free Elective	3

Total Credits: **15**

4th Year: SPRING

COURSE#	COURSE TITLE	CREDITS
MKT 476	Marketing Strategy	3
MKT ELECT	Marketing Elective	3
OIM 471	Business Information Management	3
FREE ELECT	Free Electives	6

Total Credits: **15**

This is a sample curriculum. Please refer to the Undergraduate Catalog at **scranton.edu/catalog**.

09/2026