

MARKETING



Marketing majors at King's College gain the knowledge to compete in a global marketplace through a detailed understanding of the different aspects of the field of marketing and marketing's role in the business organization. Whether your personal goal is to become an entrepreneur or an executive with a Fortune 500 corporation, your King's education will prepare you to pursue careers in international marketing, advertising, brand management, fashion merchandising, global supply chain management, digital/internet marketing, and professional sales to name but a few opportunities.

What Makes Us Different

At King's College you will develop your business skills by taking courses

in the William G. McGowan School of Business. The McGowan School of Business is accredited by AACSB International – The Association to Advance Collegiate Schools of Business, which represents the benchmark of quality for business education worldwide. By earning AACSB Accreditation the McGowan School of Business has proven our commitment to quality and the continuous improvement of our business programs - a powerful differentiator worldwide.

"The King's Marketing Program has helped shape my career through the challenging curriculum I was exposed to in the McGowan School of Business," explains Andrew DeRito '10, Associate National Category Sales Manager for MegaMex, Orange, CA. "The real-life examples that were taught have proved

to be every day issues faced in the work place, and my King's education has allowed me to succeed."

Placement Highlights

Listed below are just a few of the various first year job placements where our alumni have found success.

- Mohegan Sun Casino, Digital Database Analyst, Plains, PA
- Net Driven, Client Relationship Manager, Scranton, PA
- Mondelez International, Sales Service Associate, Wilkes-Barre, PA
- Geisinger Health Plan, Market Research Analyst, Danville, PA
- QVC, Merchandise Trainee, Westchester, PA
- Vanguard, Investment Specialist, Malvern, PA



To learn more about majoring in Marketing at King's College, please contact the Office of Admission at 1-888-KINGS PA or admissions@kings.edu.

Marketing (125 Credit Hours)

Suggested Sequence

- Use the information below as a guide when selecting courses.
- Consult your Academic Advisor prior to course registration.
- Refer to the King's College Catalog and/or website for course titles and descriptions.
- Choose one course from each CORE category as listed for Marketing Majors
 - CORE courses may be taken in any order approved by the academic advisor with the following conditions:
 - CORE 100 and CORE 110 should be taken in the first year.
 - CORE 115 (or 116) should be taken within the first two years.
 - For students selecting a Foreign Language (CORE 14x), every effort should be made to register for that language in the first semester at King's.

| 1 st Year - Fall | | 1 st Year - Spring | |
|--|----|---|----|
| MSB 100 Intro. to Business | 1 | MSB 120 Intro. to Mgmt. Control & Planning | 3 |
| MSB 110 Intro. to Financial Reporting | 3 | MATH 123 Finite Math | 3 |
| CIS 110 Intro. To Computer Appl. For Bus. | 3 | ECON 112 Principles of Economics: Micro | 3 |
| CORE 100 (Liberal Arts Seminar) | 3 | CORE 110 Effective Writing | 3 |
| CORE 115 or 116 Effect. Oral Comm. or Debate | 3 | CORE | 3 |
| CORE 140 or 141 – 146 | 3 | | |
| CORE 090 First Year Experience | 1 | | |
| | 17 | | 15 |
| 2 nd Year – Fall | | 2 nd Year – Spring | |
| MSB 210 Principles of Marketing | 3 | MKT 315 Consumer Behavior | 3 |
| MSB 250 Bus. Communication & Mentoring | 3 | MSB 200 Principles of Management | 3 |
| CORE 153 Principles of Economics: Macro | 3 | MSB 287 Business Ethics | 3 |
| CORE 280 Intro. To Philosophy | 3 | ECON 221 Quant. Methods for Bus. & Econ. | 3 |
| CORE 180 | 3 | CORE 193/IB 241 Globalization/Intro. to Int. Bus. | 3 |
| | 15 | | 15 |
| 3 rd Year – Fall | | 3 rd Year – Spring | |
| MSB 220 Financial Management | 3 | MSB 305 Organizational Behavior | 3 |
| MSB 240 Business Law I | 3 | MKT Elective | 3 |
| MKT Elective | 3 | CORE | 3 |
| CORE | 3 | CORE | 3 |
| CORE | 3 | CORE | 3 |
| | 15 | CARP 412 Career Planning II | 1 |
| | | | 16 |
| 4 th Year – Fall | | 4 th Year – Spring | |
| MKT 450 Marketing Research | 3 | MKT 480 Marketing Management | 3 |
| MKT Elective | 3 | MSB 400 Professional Seminar | 2 |
| CORE | 3 | MSB 480 Strategic Management | 3 |
| Elective | 3 | Elective | 3 |
| Elective | 3 | Elective | 3 |
| | 15 | Elective | 3 |
| | | | 17 |
| Total Credits Required for Graduation = 125 | | | |