

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 advertising, brand management, sports marketing, fashion merchandising, global supply chain management, digital 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, Senior Customer Executive, Hormel Foods, Boise, ID. "The real-life examples that were taught have proved to be every day issues faced in the workplace, 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.

- Associate Product Manager, Inter-Metro Industries, Wilkes-Barre, PA
- Client Relationship Specialist, Vanguard, Malvern, PA
- Publisher Manager, Pepperjam, Wilkes-Barre, PA
- Mohegan Sun Casino, Digital Database Analyst, Plains, PA
- Geisinger Health Plan, Market Research Analyst, Danville, PA
- QVC, Merchandise Trainee, Westchester, 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 (126 Credit Hours)

Suggested Sequence

A suggested course sequence of degree requirements is listed below. Refer to the college catalog for course titles, descriptions, and prerequisites. Always consult your Academic Advisor when planning and scheduling your classes.

1 st Year - Fall		cr.	1 st Year - Spring		cr.
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 Introduction to Microeconomics		3
Core Course (<i>CSEM 100 Quest for Meaning</i>)		3	Core Course (<i>ENGL 110 Academic Writing</i>)		3
Core Course (<i>COMM 101 Oral Communication</i>)		3	Core Course		3
Core Course (<i>Intercultural-FREN/GERM/SPAN</i>)		3			
HCE 101 Holy Cross 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
ECON 111 Introduction to Macroeconomics		3	MSB 287 Business Ethics		3
Core Course (<i>PHIL 101 Introduction to Philosophy</i>)		3	ECON 221 Statistics for Economics & Business I		3
Core Course		3	Core Course		3
		15			15
3 rd Year – Fall			3 rd Year – Spring		
MKT Elective		3	MKT 360 Digital Marketing		3
MSB 220 Financial Management		3	MKT 360L Digital Marketing Lab		1
MSB 240 Business Law I		3	MSB 305 Organizational Behavior		3
IB 241 Introduction to International Business		3	Core Course		3
Core Course		3	Core Course		3
			Free Elective		3
			CARP 412 Career Planning II		1
		15			17
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 Course		3	MSB 480 Strategic Management		3
Free Elective		3	Core Course		3
Free Elective		3	Free Elective		3
			Free Elective		3
		15			17
Total Credits Required for Graduation = 126					