



# MARKETING

The Marketing major prepares students to identify consumers' needs and wants, to manage products and services that provide value to the user, and to meet the organization's objectives. Students study the principles that lead to sound marketing decisions. At the conclusion of the program, students will be able to analyze research data to identify target markets and to determine the impact of social, situational, and individual influences on consumers' decisions. Students will also be able to evaluate marketing plans that promote a brand and provide a cohesive message to a customer. Marketing students may enroll in the 4+1 MBA program during their senior year. This option enables students to graduate with two degrees in five years: a Bachelor of Science in Marketing degree and a Master of Business Administration.



### SCAN TO FIND:

- Featured courses.
- Program requirements and more!

## BEYOND THE CLASSROOM

### HANDS-ON EXPERIENCE

Co-op and service learning immerse students in the real world and provide rich opportunities for experiential learning and the application of skills and knowledge learned in the classroom. Students work with a faculty mentor and an industry professional in a variety of businesses and non-profit organizations.



MSJ Baccalaureate and Master's degrees in Business programs are accredited by the Accreditation Council for Business Schools and Programs.

## AFFORDABLE EDUCATION

# \$1,500

### MOORE-ECKEL SCHOLARSHIP

Incoming freshmen majoring in business may be eligible for this scholarship. To see eligibility requirements and other available scholarships, visit [www.msj.edu/scholarships](http://www.msj.edu/scholarships).

## CAREERS IN MARKETING

ADVERTISING

BRAND  
AND PRODUCT  
MANAGEMENT

MARKET  
RESEARCH AND  
ANALYTICS

PUBLIC  
RELATIONS

RETAIL  
MERCHANDISING

SALES,  
PROMOTION, AND  
EVENT PLANNING

## ALUMNI SUCCESS

# 100%

CAREER OUTCOMES RATE

100% of 2022 School of Business graduates were successfully employed, enrolled in graduate studies, or volunteering within six months of graduation. The knowledge rate for this survey was 84%.



# MOUNT ST. JOSEPH UNIVERSITY®

## SCHOOL OF BUSINESS

Office of Admission  
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School of Business  
513-244-4918  
[bizmount@msj.edu](mailto:bizmount@msj.edu)

# MARKETING MAJOR - BACHELOR OF SCIENCE

FIRST YEAR-SEMESTER #1	FIRST YEAR- SEMESTER #2	UNIVERSITY CORE
ECO 211/ECO 212 Macro-/Micro-Economics 3	ECO 211/ECO 212 Macro-/Micro-Economics 3	<b>COMMON GOOD</b>
MTH 174* Statistics 3	MKT 300 Principles of Marketing 3	CORE 115 Common Ground Code COR
CORE 115 3	MTH 180*/MTH 190 Math for Business or Concepts of Calc 3	Justice & the Common Good Code JCG
COM 100/ENG 101 3	COM 100/ ENG 101 3	Ethics Code CE
SOC 103 3	Core requirement 3	Experiential Learning Code EXP
		Core Capstone Code CCP
		<b>HUMANITIES</b>
		Speech (COM 100) Code C
		Writing (ENG 101) Code C
		Literature (ENG) Code CL
		Art or Music Code CAM
		History Code CH
		Religious Studies Code CR
		Philosophy Code CP
		<b>SCIENCES</b>
		Biology/Chemistry/Physics + Lab Code CN
		Mathematics Code CMA
		SOC 103 Our Social World Code CS
		Choose one discipline:
		ECO 212 Microeconomics Code CEP
		PSY 103 Psychology Code CEP
		<b>BUSINESS CORE</b>
		# Ethics elective options:
		ETH: REL 251 Business Ethics (3) E/CE
		or
		ETH: PHI 397 Ethical Conduct of Business (3) E/CE
		<b>NOTES</b>
		Students are encouraged to take Business electives.
		**Courses for 4+1 MBA students.
		*Students must have an appropriate math placement or complete MTH 098.
		One core requirement will be four credit hours as a natural science with lab.
		120 credits hours minimum needed to graduate.
		**Curriculum Guide does not replace advisement by a faculty member within the Marketing program.**
<b>SECOND YEAR-SEMESTER #1</b>	<b>SECOND YEAR-SEMESTER #2</b>	
ACC 213 Prin of Accounting I- Financial 3	ACC 214 Prin of Accounting II- Managerial 3	
BUS 210/ BUS 352 Business Law or Bus. Communications 3	BUS 210/BUS 352 Business Law or Bus. Communications 3	
MGL 300 Management/Org Beh 3	BUS 240 Research Methods for Business Decision Making 3	
Core requirement 3	Business Ethics option# 3	
Core requirement 3	Core requirement 3	
CED 220 1		
<b>THIRD YEAR-SEMESTER #1</b>	<b>THIRD YEAR-SEMESTER #2</b>	
MKT 365 Consumer Behavior 3	MKT 371 International Marketing 3	
MKT elective 3	MKT 420 Marketing Management 3	
FIN 300 Corporate Finance 3	MKT elective 3	
Core requirement 3	Core requirement 3	
Core requirement 3	Elective 3	
<b>FOURTH YEAR-SEMESTER #1</b>	<b>FOURTH YEAR-SEMESTER #2</b>	
MKT 415 Marketing Research 3	BUS 498 Entrepreneurship & New Venture Creation 3	
BUS 505** Legal & Ethical Responsibility or Elective 3	MGT 585** Understanding & Managing Others or Elective 3	
BUS 510** Social Responsibility for Managers or Elective 3	MKT 520** Marketing for Management or Elective 3	
Core requirement 3	Core Capstone 3	
Elective 3	Elective 3	
<b>4+1 MBA SEMESTER # 1</b>	<b>4+ 1 MBA SEMESTER #2</b>	
MGT 602 Leadership in Organizations 3	ACC 600 Managerial Accounting 3	
MGT 605 Leadership Seminar I 3	MGT 606 Leadership Seminar II 3	
ECO 600 Global Economic Issues 3	MGT 603 Project & Operations Management 3	
FIN 610 Managerial Finance 3	MGT 607 Strategic Management 3	

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**MOUNT ST. JOSEPH UNIVERSITY**®

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The University has designated the Vice President of Compliance Risk and Legal Affairs/General Counsel/Title IX Coordinator, (513) 244-4393, as the individual responsible for responding to inquiries, addressing complaints, and coordinating compliance with its responsibilities under Title IX of the Education Amendments of 1972 and other related federal and state civil rights laws. The University has designated the Chief Human Resources Officer, (513) 244-4979, as the individual responsible for responding to inquiries, issues, or complaints relating to discriminatory, harassing, or retaliatory conduct related to race, color, national origin, religion, age, disability, veteran status or any other legally protected status. The University has designated the Associate Provost for Academic Affairs, (513) 244-4614, as the individual responsible for responding for addressing formal complaints regarding compliance with its responsibilities under Section 504 of the Rehabilitation Act of 1973. 09-WO-002425/23/775