



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.

\$1,500

MOORE-ECKEL SCHOLARSHIP

Incoming first-year students majoring in Business may be eligible for this scholarship. To see eligibility requirements and other available scholarships, visit msj.edu/scholarships.

EARN YOUR BACHELOR'S & MASTER'S DEGREES WITH ONLY ONE EXTRA YEAR

The 4+1 MBA program combines the undergraduate degree and the master's degree and is open to business and non-business majors. For more information, contact mba@msj.edu.

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.

CAREERS IN MARKETING

ADVERTISING

BRAND AND
PRODUCT
MANAGEMENT

MARKET
RESEARCH AND
ANALYTICS

PUBLIC
RELATIONS

RETAIL
MERCHANDISING

SALES,
PROMOTION,
AND EVENT
PLANNING



SCAN TO FIND:

- Featured courses
- Program requirements and more!



MOUNT ST. JOSEPH UNIVERSITY®

SCHOOL OF BUSINESS & COMMUNICATION

Office of Admission
513-244-4531 | 800-654-9314
msj.edu | admission@msj.edu

School of Business & Communication
513-244-4918
bizmount@msj.edu



MOUNT ST. JOSEPH
UNIVERSITY

NAME _____ ID# _____ CATALOG: 2025-2026
ADVISOR _____ TENTATIVE _____ OFFICIAL _____

Program Requirements for a Major in Marketing with Core Curriculum

				Semester Completed/Grade	
COURSE #	DESCRIPTION	CREDITS	PREREQUISITES	TRANSFER	MSJ
<i>Business Core – 42 hours</i>					
ACC 213	Principles of Accounting I – Financial (3)				
ACC 214	Principles of Accounting II- Managerial (3)		ACC 213		
BUS 210	Business Law (3)				
BUS 240	Research Methods for Business Decision Making (3)				
BUS 352	Business Communication (3)		COM 100, ENG 101		
BUS 498	Entrepreneurship & New Venture Creation (3)				
ECO 211	Principles of Macroeconomics (3) S				
ECO 212	Principles of Microeconomics (3) S/CEP				
FIN 300	Corporate Finance (3)		ACC 213		
ETH: REL 251 OR ETH: PHI 397	Business Ethics (3) E OR The Ethical Conduct of Business (3) E/CE				
MGL 300	Management/Organizational Behavior (3)				
MKT 300	Principles of Marketing (3)				
MTH 174	Statistics I (3) MA/CMA		MTH 098/ Equivalent or Placement		
MTH 180 OR MTH 193	Math for Business (3) MA/CMA OR Concepts of Calculus (3) MA/CMA		MTH 098/ Equivalent or Placement “C” or better in MTH 185 or placement		
<i>Major Courses - 18 hours</i>					
MKT 365	Consumer Behavior		MKT 300		
MKT 371	International Marketing		MKT 300		
MKT 415	Marketing Research		MKT 300, MTH 174		
MKT 420	Marketing Management		MKT 300		
<i>Plus two additional MKT electives (6 credit hours)</i>					
MKT					
MKT					
<i>Core Curriculum Requirements for a Baccalaureate Degree (37-40 hours)</i>					
CORE 115	Common Ground (3) Code COR (Taken first semester at the Mount)				
JCG	Justice and the Common Good** (3) Code JCG **Pre-requisite: core REL course AND **Pre- or co-requisite: SOC 103 Our Social World				
Experiential Learning	Code EXP (0-3) (Co-ops & Internships require pre-requisite CED 220 Foundations of Professionalism)				
CORE	Core Capstone (3) Code CCP				
COM 100	Spoken Word (3) Code C				
ENG 101	Written Word (3) Code C				
ENG	Literature (3) Code CL				
ART or MUS	Art or Music (Choose one) (3) Code CAM				
HIS	History (3) Code CH				
REL	Religious Studies (3) Code CR				
PHI	Philosophy (3) Code CP				
BIO or CHE or GEO or PHY	Natural Sciences with lab (4) Code CN				
SOC 103	Our Social World (3) Code CS				

PLEASE NOTE:

*All students are responsible for the information in the catalog.
Please refer to the catalog for additional departmental/degree/major requirements, i.e. Residency, GPA, etc.*

Mount St. Joseph University ("the University") is committed to providing an educational and employment environment free from discrimination or harassment on the basis of race, color, national origin, religion, sex, age, disability, sexual orientation, gender identity, veteran status or other minority or protected status. This commitment extends to the University's administration of its admission, financial aid, employment, and academic policies, as well as the University's athletic programs and other University-administered programs, services, and activities.

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-002903