



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
513-244-4918
bizmount@msj.edu

MARKETING MAJOR - BACHELOR OF ARTS

FIRST YEAR-SEMESTER #1		FIRST YEAR- SEMESTER #2		UNIVERSITY CORE	
FYE 101 First-Year Experience	1	ECO 211/ECO 212 Macro-/Micro-Economics	3	COMMON GOOD	
ECO 211/ECO 212 Macro-/Micro-Economics	3	MKT 300 Principles of Marketing	3	CORE 115 Common Ground	Code COR
MTH 174* Statistics I	3	MTH 180*/MTH 193 Math for Business or Calculus I	3 or 4	Justice & the Common Good	Code JCG
CORE 115 Common Ground	3	COM 100/ ENG 101	3	Ethics	Code CE
COM 100/ENG 101	3	Core Requirement	3	Experiential Learning	Code EXP
SOC 103 Our Social World	3			Core Capstone	Code CCP
SECOND YEAR-SEMESTER #1		SECOND YEAR-SEMESTER #2		HUMANITIES	
ACC 213 Prin of Accounting I - Financial	3	ACC 214 Prin of Accounting II - Managerial	3	Speech (COM 100)	Code C
BUS 210/ BUS 352 Business Law or Bus. Communication	3	BUS 210/BUS 352 Business Law or Bus. Communications	3	Writing (ENG 101)	Code C
MGL 300 Management/Org Beh	3	BUS 240 Research Methods for Bus Decision Making	3	Literature (ENG)	Code CL
Core Requirement	3	Business Ethics Option [#]	3	Art or Music	Code CAM
Core Requirement	3	Core Requirement	3	History	Code CH
CED 220 Found of Professionalism I	1			Religious Studies	Code CR
THIRD YEAR-SEMESTER #1		THIRD YEAR-SEMESTER #2		Philosophy	Code CP
MKT 365 Consumer Behavior	3	MKT 415 Marketing Research	3	SCIENCES	
MKT Elective	3	MKT 420 Marketing Management	3	Biology/Chemistry/Physics + Lab	Code CN
FIN 300 Corporate Finance	3	Core Requirement	3	Mathematics	Code CMA
Core Science Requirement	4	Core Requirement	3	SOC 103 Our Social World	Code CS
Core Requirement	3	Elective	3	Choose one discipline:	
FOURTH YEAR-SEMESTER #1		FOURTH YEAR-SEMESTER #2		ECO 212 Microeconomics	Code CEP
MKT 371 International Marketing	3	BUS 498 Entrepreneurship & New Venture Creation	3	PSY 103 Psychology	Code CEP
MKT Elective	3	Core Capstone	3	BUSINESS CORE	
Elective	3	MGT 585** Understanding & Managing Others or Elective	3	# Ethics elective options:	
BUS 505** Legal & Ethical Responsibility or Elective	3	MKT 520** Marketing for Management or Elective	3	ETH: REL 251 Business Ethics (3) E/CE	
BUS 510** Social Responsibility for Managers or Elective	3			or	
4+1 MBA SEMESTER # 1		4+ 1 MBA SEMESTER #2		ETH: PHI 397 Ethical Conduct of Business (3) E/CE	
MGT 602 Leadership in Organizations	3	ACC 600 Managerial Accounting	3	NOTES	
BUS 604 MBA Seminar I	3	BUS 606 MBA Seminar II	3	Students are encouraged to take Business electives.	
ECO 600 Global Economic Issues	3	MGT 603 Project & Operations Management	3	**Courses for 4+1 MBA students.	
FIN 610 Managerial Finance	3	MGT 607 Strategic Management	3	*Students must have an appropriate math placement or complete MTH 098.	
				One core requirement will be a four-credit hour natural science course with lab.	
				120 credit hours minimum needed to graduate	
				Curriculum Guide does not replace advisement by a faculty member within the Marketing program	

Approved by CK on 3.12.2025



**MOUNT ST. JOSEPH
UNIVERSITY®**

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www.msj.edu

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