



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		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	
Elective 3	MGT 585** Understanding & Managing Others or Elective 3	BUSINESS CORE
BUS 505** Legal & Ethical Responsibility or Elective 3	MKT 520** Marketing for Management or Elective 3	# Ethics elective options:
BUS 510** Social Responsibility for Managers or Elective 3	Elective 3	ETH: REL 251 Business Ethics (3) E/CE 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

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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-002903