

JON M. HUNTSMAN SCHOOL OF BUSINESS
Marketing Major: Effective Fall 2017

Business Acumen

_____	ACCT 2010	(3 cr.)	Financial Accounting Principles
_____	ACCT 2020	(3 cr.)	Managerial Accounting Principles
_____	ECN 1500	(3 cr.)	Econ Institutions (Macroeconomics) (BAI)
_____	ECN 2010	(3 cr.)	Intro to Microeconomics (BSS)
_____	FIN 3200	(3 cr.)	Financial Management
_____	FIN 3400	(3 cr.)	Corporate Finance (QI)
_____	MGT 1050 (entering freshman only)	(3 cr.)	Foundations of Business
_____	MGT 2050	(2 cr.)	Business Law
_____	MGT 3500**	(3 cr.)	Fundamentals of Marketing
_____	MGT 3700	(2 cr.)	Operations Management
_____	MGT 3800	(2 cr.)	Leadership
_____	MGT 3890	(2 cr.)	Systems Strategy and Problem Solving
_____	MIS 2100	(3 cr.)	Principles of MIS
_____	MIS 3200^	(3 cr.)	Business Communication (CI)
_____	MIS 3300	(3 cr.)	Big Data Analytics
_____	STAT 2300 OR 2000	(4 cr.)	Business Statistics (QL)

- Students must be formally admitted to the Jon M. Huntsman School of Business.
- Students may complete up to 15 USU Huntsman School of Business required credits numbered 2000 and above including transfer credits prior to formal admittance to the Huntsman School.
- Students transferring more than 15 acceptable credits must receive Huntsman School admittance prior to completing further Huntsman School required courses.
- Huntsman School applications are processed every semester. Applications must be received by December 1 for Spring, April 1 for Summer, and July 1 for Fall.
- In order to register for 3000-, 4000- and 5000-level courses in the Huntsman School, a 2.67 overall GPA is required.
- A 2.50 GPA in core and major courses is required for graduation.
- For semester availability and prerequisites, see the USU general catalog or check online at <http://catalog.usu.edu/>.
- All Utah State University graduation requirements must be met. Check USU catalog for more information regarding requirements.
- It is strongly recommended that graduation applications be completed two semesters prior to graduation. <http://www.usu.edu/registrar/hm/graduation>

Entering Freshmen Fall 2016 or later must have at least a C grade in all acumen courses.

**If attending prior to Fall 2016, students must have a C grade in ECN 1500 and STAT 2000/2300.*

***These courses must be completed with a B- grade or higher.*

Marketing Major Requirements

(B- or better required in MGT 3500)

^MIS 3200 is recommended prior to beginning marketing major requirements.

_____	MGT 4510 Buyer Behavior	(2 cr.)
_____	MGT 4530 Marketing Research **	(3 cr.)
_____	MGT 4535 Promotional Strategy **	(2 cr.)
_____	MGT 4550 Brand Management	(2 cr.)
_____	MGT 4560 Strategic Sales **	(2 cr.)
_____	MGT 4590 Marketing Strategy	(3 cr.)
_____	MGT 4890 Strategic Planning and Execution	(3 cr.)

Marketing Electives – Students must earn 8 credits from Elective Topics in Career Tracks

Marketing Elective Topics
(8 Credits from the following)

Career Tracks

		A	B	C	D
MGT 3530 New Venture Marketing	2 cr.	*		*	
MGT 3850 Sports Management (Fall)	2 cr.	*		*	
MGT 3875 Strategic Advertising (Sp)	2 cr.			*	
MGT 4050 International Marketing (Fall)	2 cr.			*	*
MGT 4540 Social & New Media	2 cr.			*	
MGT 4545 Marketing & Sales Technology	2 cr.	*	*	*	*
MGT 4570 Consumer Choice Modeling	2 cr.		*		
MGT 4600 Negotiations	2 cr.	*			*
MGT 4790 Manage Global Value Chains	2 cr.	*			*
MGT 4250 Internship OR BUS 2000 Go Global	2 cr.	*	*	*	*
PSY 3010 Psychological Statistics	4 cr.		*		

Please Note:**

To help students choose a career track and to prepare for more advanced and specialized training with the electives and capstone courses, it is strongly recommended that students first complete MGT 4530 (Marketing Research), MGT 4535 (Promotional Strategy), and MGT 4560 (Strategic Sales) before taking the marketing electives.

(A) **Strategic Sales and Account Management** prepares you to initiate and grow relationships with strategically important customers across diverse business-to-business markets. Careers in this track include account managers, account development representatives, sales managers, and business development representatives.

(B) **Marketing Analytics** prepares you to identify marketing data needs within an organization, formulate research objectives and then collect, analyze, and report research findings using primary and secondary data sources. Careers in marketing analytics include marketing research associates, business intelligence analysts, search engine optimization/web analytics, and research project management.

(C) **Marketing Management** prepares you to manage marketing campaigns using strategic skills, market research, consumer and business behavior, brand management, sales, and advertising in the marketing environment. Careers include brand and product management, digital/internet/social media management, and advertising/promotional account management.

(D) **Global Marketing** prepares you to adapt marketing and sales strategies to a wide variety of environments and cultures. Careers in global marketing focus on identifying and developing international marketing efforts in foreign countries which includes promotions and sales support, expanding upon existing markets by tracking sales and analyzing these markets to increase sales and profitability.

UNIVERSITY STUDIES CHECKLIST
FOR STUDENTS WITH A MAJOR IN THE SOCIAL SCIENCES
GENERAL EDUCATION (36-46 CREDITS)

COMPETENCY REQUIREMENTS (7-10 CREDITS)

Communications Literacy (3-6)

1. ENGL 1010 (CL1) or AP English or ACT English \geq 29 or CLEP (3)
2. ENGL 2010* (CL2) (3)

Quantitative Literacy (4)

- MATH 1050 or AP Calculus score of 3 or better or ACT Math \geq 26 or CLEP or one course in Math or Stats requiring Math 1050 as a prerequisite (4)

**This course must be completed with a C grade or higher.*

BREADTH REQUIREMENTS (7 COURSES –18-21 CREDITS)

Select at least one approved course from each of the following six categories. (A maximum of 4 CLEP or AP areas may be used.)
Approved courses can be found in the USU online catalog.

- American Inst. (BAI) Approved Course ECN 1500 or AP
- Creative Arts (BCA) Approved Course _____ or AP
- Humanities (BHU) Approved Course _____ or AP
- Life Sciences (BLS) Approved Course _____ or AP
- Physical Science(BPS) Approved Course _____ or AP
- Social Science (BSS) Approved Course ECN 2010 or AP
- Integrated Studies Approved Course STAT 2300 or AP

DEPTH REQUIREMENTS (5 COURSES)

Required Depth Courses (Two courses outside discipline)

- 3000+ Level Life and Physical Sciences (DSC) Approved Course _____
- 3000+ Level Humanities and Creative Arts (DHA) Approved Course _____

Communications Intensive (Two courses which are part of major)

- MIS 3200 (CI) Business Communication
- MGT 4890 (CI) Strategic Planning and Execution

Quantitative Intensive (One course which is part of major)

- FIN 3400 (QI) Corporate Finance

UPPER-DIVISION CREDITS

Completion of a minimum of 40 credits numbered 3000 or above.