

**Jon M. Huntsman School of Business  
Department of Marketing and Strategy  
Marketing Major – Fall 2019**

**Business Acumen**

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

**\*\*B- or better is required in MGT 3500, C grade required in all other Business Acumen  
^Prior to spring 2019 MSLE prefixes were MGT. MGT course will be accepted.**

- 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 2.75 overall GPA is required.
- A 2.50 GPA in core and major courses is required for graduation.
- Huntsman School of Business Courses are limited to one repeat.
- 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>
- Choose a career track to prepare for more advanced and specialized training with the electives and capstone courses.

**Marketing Major Requirements**

_____	<b>MSLE 4510</b>	Consumer Behavior	(2 cr.)
_____	<b>MSLE 4535</b>	Promotional Strategy	(2 cr.)
_____	<b>MSLE 4545</b>	Digital Marketing	(2 cr.)
_____	<b>MSLE 4560</b>	Strategic Sales	(2 cr.)
_____	<b>MSLE 4590</b>	Marketing Strategy	(3 cr.)
_____	<b>MSLE 4890</b>	Strategic Planning and Execution	(3 cr.)

**Choose Two Marketing Research Courses**

_____	<b>MSLE 4531</b>	Competitive Intelligence and Data Visualization	(2 cr.)
_____	<b>MSLE 4532</b>	Data Driven Decision Making	(2 cr.)
_____	<b>MSLE 4533</b>	Big Market Insight from Big Data	(2 cr.)
_____	<b>MSLE 4534</b>	Survey Research	(2 cr.)

**All MSLE prefixes were MGT prefixes prior to Spring 2019. The MGT courses will be accepted for credit.**

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**Marketing Elective Courses**

**Choose a minimum of EIGHT credits from the following:**

	Cr	A	B	C	D
<b>MGT 4600</b> Negotiations	2	*			*
<b>MSLE 2800*</b> HMA Consulting <b>OR</b>	1				
<b>MSLE 2900*</b> Pro Sales	1	*		*	
<b>+limit two credits towards the eight credits</b>					
<b>MSLE 3530</b> New Venture Marketing	3	*		*	
<b>MSLE 3850</b> Sports Management (Fall)	2	*		*	
<b>MSLE 3855</b> Sustainability Marketing	2		*	*	*
<b>MSLE 3875</b> Strategic Advertising Campaigns (SP)	2			*	
<b>MSLE 3900</b> Strategic Marketing Hospitality and Tourism (Fall)					
<b>MSLE 4050</b> International Marketing (Fall)	2			*	*
<b>MSLE 4250</b> Internship <b>OR</b>	3	*	*	*	*
<b>BUS 2000</b> Global Learning					
<b>MSLE 4520</b> Strategic Pricing	2	*		*	*
<b>*MSLE 4531</b> , Competitive Intelligence Data	2		*		
<b>*MSLE 4532</b> Data Driven Decision Making	2			*	
<b>*MSLE 4533</b> Big Market Insights Big Data	2				
<b>*MSLE 4534</b> Survey Research	2				
<b>*Can take two more marketing research courses here. Can not double count in both places.</b>					
<b>MSLE 4540</b> Content Marketing	2				
<b>MSLE 4550</b> New Product Ideation & Brand Growth	2	*		*	
<b>MSLE 4555</b> Marketing & Retailing Stg.	2	*		*	
<b>MSLE 4565</b> Sales Management	2	*			
<b>MSLE 4570</b> Consumer Choice Modeling	2		*		

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