

Jon M. Huntsman School of Business
Department of Marketing and Strategy
Online Marketing Major – Fall 2020

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 2050	(3 cr.) Legal and Ethical Environment of Business
_____	MGT 3050	(3 cr.) Foundations of Business: Capitalism, Markets, and Innovation
_____	MGT 3700	(2 cr.) Operations Management
_____	MSLE 3500**	(3 cr.) Fundamentals of Marketing
_____	MSLE 3800	(2 cr.) Leadership
_____	MSLE 3890	(2 cr.) Systems Strategy and Problem Solving
_____	MIS 1100	(1 cr.) Excel Business Analysis (must take with MIS 2100)
_____	MIS 2100	(3 cr.) Data & Info in Business
_____	MIS 3100	(3 cr.) Making Decisions with Data
_____	MIS 3200	(3 cr.) Business Communication (CI)
_____	MIS 3300	(3 cr.) Business Analytics (QL)

- Students must be formally admitted to the Jon M. Huntsman School of Business.
 - 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/htm/graduation>
 - Choose a career track to prepare for more advanced and specialized training with the electives and capstone courses.
- **B or better is required in MSLE 3500**
C grade required in all other Business Acumen

Marketing Major Requirements

_____	MSLE 4510	Consumer Behavior	(2 cr.)
_____	MSLE 4535	Promotional Strategy	(2 cr.)
_____	MSLE 4545	Digital Marketing	(2 cr.)
_____	MSLE 4560	Strategic Sales	(2 cr.)
_____	MSLE 4590	Marketing Strategy	(3 cr.)

Choose Two Marketing Research Courses

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

Revised 3.30.20

Marketing Elective Courses
Choose a minimum of EIGHT credits from the following:

	Cr	A	B	C	D
MGT 4600 Negotiations	2	*			*
MSLE 3530 New Venture Marketing	3	*		*	
MSLE 3855 Sustainability Marketing	2		*	*	*
MSLE 4050 International Marketing (Fall)	2			*	*
MSLE 4250 Internship	3	*	*	*	*
*MSLE 4531 Competitive Intelligence Data	2		*		
*MSLE 4532 Data Driven Decision Making	2			*	
*MSLE 4533 Big Market Insights Big Data	2				
*MSLE 4534 Survey Research	2				
*Can take two more marketing research courses here. Can not double count in both places.					
MSLE 4550 New Product Ideation & Brand Growth	2	*		*	
MSLE 4555 Marketing & Retailing Stg.	2	*		*	
MSLE 4890 Strategic Planning and Execution (CI)	3	*			

- (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 MIS 3100 or 3300 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 (One course is part of major)

- MIS 3200 (CI) Business Communication
- 3000+ Communications Intensive (CI) Approved Course _____

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.