

## Suggested Four-year Course of Study for Marketing Major

Students enrolled in the marketing major should consult with their advisor to determine which breadth, depth, and elective courses they should complete. Each student should also consult with his or her advisor to develop an individualized plan of study that is applicable to his or her own interests.

### Freshman Year (31credits)

#### Fall Semester (15 credits)

<b>ECON 1500 (BAI)</b> Introduction to Economic Institutions, History, and Principles (must earn a C or better).....	3
<b>MATH 1010</b> Intermediate Algebra .....	3
<b>PSY 1010 (BSS)</b> General Psychology or	
<b>SOC 1010 (BSS)</b> Introductory Sociology (must earn a C or better).....	3
Breadth Creative Arts (BCA) course .....	3
Elective course .....	3
Passing scores on Computer and Information Literacy (CIL) exams .....	0
~Note: The CIL requirement is met <i>only</i> by passing all six exams	

#### Spring Semester (16 credits)

<b>ECON 2010 (BSS)</b> Introduction to Microeconomics .....	3
<b>ENGL 1010 (CL1)</b> Introduction to Writing: Academic Prose.....	3
<b>MATH 1050 (QL)</b> College Algebra .....	4
Breadth Humanities (BHU) course .....	3
Breadth Life Sciences (BLS) course .....	3

### Sophomore Year (31credits)

#### Fall Semester (16 credits)

<b>ACCT 2010</b> Survey of Accounting I .....	3
<b>MIS 2200 (CI)</b> Business Communication.....	3
<b>MHR 2050</b> Legal and Ethical Environment of Business .....	3
<b>STAT 2300 (QL)</b> Business Statistics (must earn a C or better).....	4
Breadth Physical Sciences (BPS) course.....	3

#### Spring Semester (15 credits)

<b>ACCT 2020</b> Survey of Accounting II .....	3
<b>MIS 2100</b> Principles of MIS.....	3
<b>MATH 1100</b> Calculus Techniques (must earn a C or better).....	3
Depth Life and Physical Sciences (DSC) course.....	3
Elective course .....	3

### Junior Year (30 credits)

#### Fall Semester (15 credits)

<b>BA 3500</b> Fundamentals of Marketing (must earn a B- or better).....	3
<b>BA 3700</b> Operations Management .....	3
<b>ECON 3400 (DSS)</b> International Economics for Business .....	3
<b>ENGL 2010 (CL2)</b> Intermediate Writing: Research Writing in a Persuasive Mode.....	3
Depth Humanities and Creative Arts (DHA) course.....	3

#### Spring Semester (15 credits)

<b>BA 3400 (QI)</b> Corporate Finance .....	3
<b>BA 4540</b> Marketing Institutions .....	3
<b>BA 4550</b> Promotion Management .....	3
<b>MHR 3110 (DSS)</b> Managing Organizations and People .....	3
Elective course .....	3

**Senior Year (28 credits)**

**Fall Semester (15 credits)**

<b>BA 4510</b> Buyer Behavior .....	3
<b>BA 4530</b> Marketing Research.....	3
<b>Marketing Track Course</b> .....	3
Elective courses .....	6

**Spring Semester (13 credits)**

<b>BA 4590</b> Global Marketing Strategy .....	3
<b>BUS 3250</b> Discussion with Business Leaders .....	1
<b>MHR 4880 (CI)</b> Business Strategy in an Entrepreneurial Context <b>or</b> <b>MHR 4890 (CI)</b> Business Strategy in a Global Context .....	3
<b>Marketing Track Course</b> .....	3
Elective courses .....	3

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At least *two* of the *six* required breadth courses *must* have a USU prefix.