### 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 3210 (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)

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

### Marketing Major Requirements

**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.)

*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 Elective Topics

**Marketing Elective Topics**

#### Career Tracks

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
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<tbody>
<tr>
<td>MGT 3530</td>
<td>New Venture Marketing</td>
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<td>MGT 3850</td>
<td>Sports Management (Fall)</td>
<td>2 cr.</td>
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<td>MGT 3875</td>
<td>Strategic Advertising (Sp)</td>
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<td>MGT 4050</td>
<td>International Marketing (Fall)</td>
<td>2 cr.</td>
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<td>MGT 4540</td>
<td>Social &amp; New Media</td>
<td>2 cr.</td>
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<td>MGT 4545</td>
<td>Marketing &amp; Sales Technology</td>
<td>2 cr.</td>
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<td>MGT 4570</td>
<td>Consumer Choice Modeling</td>
<td>2 cr.</td>
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<tr>
<td>MGT 4600</td>
<td>Negotiations</td>
<td>2 cr.</td>
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<tr>
<td>MGT 4790</td>
<td>Manage Global Value Chains</td>
<td>2 cr.</td>
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<tr>
<td>MGT 4250</td>
<td>Internship OR</td>
<td>2 cr.</td>
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<tr>
<td>BUS 2000</td>
<td>Go Global</td>
<td>2 cr.</td>
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<tr>
<td>PSY 3010</td>
<td>Psychological Statistics</td>
<td>4 cr.</td>
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</tbody>
</table>

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.

- 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/](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](http://www.usu.edu/registrar/htm/graduation)

### Marketing Careers

- **(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.
COMPETENCY REQUIREMENTS (7-10 CREDITS)

Communications Literacy (3-6)
1. □ ENGL 1010 (CL1) or □ AP English or □ ACT English ≥ 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 ≥ 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.