## Jon M. Huntsman School of Business
### Department of Marketing and Strategy
#### Marketing Major – Fall 2022

### Business Acumen

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
</tr>
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<tbody>
<tr>
<td>ACCT 2010</td>
<td>Financial Accounting Principles</td>
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<tr>
<td>ACCT 2020</td>
<td>Managerial Accounting Principles</td>
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<tr>
<td>BUS 3200</td>
<td>Business Communication (CI)</td>
</tr>
<tr>
<td>DATA 1100</td>
<td>Excel for Business Analysis</td>
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<tr>
<td>DATA 2100</td>
<td>Data &amp; Info in Business</td>
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<tr>
<td>DATA 3100</td>
<td>Making Decisions with Data</td>
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<tr>
<td>DATA 3300</td>
<td>Business Analytics (QI)</td>
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<tr>
<td>ECN 1500</td>
<td>Econ Institutions (Macro Econ) (BAI)</td>
</tr>
<tr>
<td>ECN 2010</td>
<td>Intro to Microeconomics (BSS)</td>
</tr>
<tr>
<td>FIN 3200</td>
<td>Fundamentals of Finance I</td>
</tr>
<tr>
<td>FIN 3300</td>
<td>Fundamentals of Finance II</td>
</tr>
<tr>
<td>MGT 3050</td>
<td>Legal and Ethical Env. of Business</td>
</tr>
<tr>
<td>MGT 3350</td>
<td>Business Analytics</td>
</tr>
<tr>
<td>MGT 3700</td>
<td>Operations Management</td>
</tr>
<tr>
<td>MSLE 3500</td>
<td>Fundamentals of Marketing</td>
</tr>
<tr>
<td>MSLE 3800</td>
<td>Leadership</td>
</tr>
<tr>
<td>MSLE 3890</td>
<td>Systems Strategy &amp; Problem Solving</td>
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### Marketing Elective Courses:

- __choose a minimum of EIGHT credit hours from the following__
  - MSLE 2650  (2 cr.) Adobe Graphic Design
  - MGT 4600  (2 cr.) Negotiations
  - MSLE 2800+ (1 cr.) HMA Consulting
  - MSLE 2900+ (1 cr.) ProSales

  + repeatable, but limited to 2 credits towards the 8 elective credits
  - MSLE 3530  (3 cr.) New Venture Marketing
  - MSLE 3850  (2 cr.) Sports Marketing
  - MSLE 3855  (2 cr.) Sustainability Marketing
  - MSLE 4050  (2 cr.) International Marketing
  - MSLE 4250  (1 cr.) Internship
  - MSLE 4531* (2 cr.) Competitive Intelligence
  - MSLE 4532* (2 cr.) Data Driven Decision Making
  - MSLE 4533* (2 cr.) Market Segmentation Insights
  - MSLE 4534* (2 cr.) Survey Research
  - MSLE 4536* (2 cr.) Internet Marketing Analytics
  - MSLE 4555* (2 cr.) B2B, Pricing, Merchandising

  *Can count as either research requirement or as elective
  - MSLE 4540  (2 cr.) Social Influence
  - MSLE 4550  (2 cr.) Product Ideation and Brand Growth
  - MSLE 4565  (2 cr.) Sales Management
  - MSLE 4575  (2 cr.) Customer Success Strategy

### Elective Coursework Focus:

“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large” (American Marketing Association).

There are many different careers in marketing, such as advertising, creative design, consulting, data analytics, digital marketing, marketing communications, marketing research, marketing strategy, marketing technology, promotional products, sales, etc. While students can take any combination of the marketing elective courses to meet graduation requirements, certain elective combinations can help students prepare for specific career paths. Please see your academic advisor for a list of elective course combinations you can take to best prepare you for your desired career in Marketing.

### Marketing Major Requirements:

- _take ALL of the following_
  - MSLE 4510  (2 cr.) Consumer Behavior
  - MSLE 4535  (2 cr.) Promotional Strategy
  - MSLE 4545  (2 cr.) Digital Marketing
  - MSLE 4560  (2 cr.) Strategic Sales
  - MSLE 4590  (3 cr.) Marketing Strategy

  _Plus choose TWO of the following research classes_
  - MSLE 4531  (2 cr.) Competitive Intel & Data Vis.
  - MSLE 4532  (2 cr.) Data Driven Decision Making
  - MSLE 4533  (2 cr.) Market Segmentation Insights
  - MSLE 4534  (2 cr.) Survey Research
  - MSLE 4536  (2 cr.) Internet Marketing Analytics
  - MSLE 4555  (2 cr.) B2B, Pricing, Merchandising

- Students must be formally admitted to the Jon M. Huntsman School of Business.
- 2.50 GPA in core and major courses is required for graduation.
- B grade or better is required in MSLE 3500.
- MSLE 3500 can be taken as early as sophomore year.
- C grade or better required in all other Business Acumen.
- Data 1100 and Data 2100 should be taken at the same time.
- 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/](http://catalog.usu.edu/).
- All Utah State University graduate 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.us.ued./register/htm/graduation](http://www.us.ued./register/htm/graduation).
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 ≥ 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 ____________ 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)
□ BUS 3200 (CI) Business Communication
□ 3000+ Communications Intensive (CI) Approved Course ________________

Quantitative Intensive (One course which is part of major)
□ DATA 3300 (QI) Big Data Analytics

UPPER-DIVISION CREDITS
Completion of a minimum of 40 credits numbered 3000 or above.