

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

<p>Business Acumen</p> <p>___ ACCT 2010 (3 cr.) Financial Accounting Principles ___ ACCT 2020 (3 cr.) Managerial Accounting Principles ___ BUS 3200 (3 cr.) Business Communication (CI) ___ DATA 1100 (3 cr.) Excel for Business Analysis ___ DATA 2100 (3 cr.) Data & Info in Business ___ DATA 3100 (3 cr.) Making Decisions with Data ___ DATA 3300 (3 cr.) Business Analytics (QI) ___ ECN 1500 (3 cr.) Econ Institutions (Macro Econ) (BAI) ___ ECN 2010 (3 cr.) Intro to Microeconomics (BSS) ___ FIN 3200 (3 cr.) Fundamentals of Finance I ___ FIN 3300 (3 cr.) Fundamentals of Finance II ___ MGT 3050 (3 cr.) Foundations of Business ___ MGT 3350 (3 cr.) Legal and Ethical Env. of Business ___ MGT 3700 (2 cr.) Operations Management ___ MSLE 3500 (3 cr.) Fundamentals of Marketing ___ MSLE 3800 (2 cr.) Leadership ___ MSLE 3890 (2 cr.) Systems Strategy & Problem Solving</p>	<p>Marketing Elective Courses: <i>choose a minimum of EIGHT credit hours from the following</i></p> <p>___ MSLE 2650 (2 cr.) Adobe Graphic Design ___ MGT 4600 (2 cr.) Negotiations ___ MSLE 2800+ (1 cr.) HMA Consulting ___ MSLE 2900+ (1 cr.) ProSales <i>+ repeatable, but limited to 2 credits towards the 8 elective credits</i></p> <p>___ 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 <i>*Can count as either research requirement or as elective</i></p> <p>___ 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</p>	<p>Elective Coursework Focus:</p> <p><i>“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).</i></p> <p>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.</p>
<p>Marketing Major Requirements: take ALL of the following</p> <p>___ 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</p> <p>Plus choose TWO of the following research classes</p> <p>___ 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</p>	<ul style="list-style-type: none"> • 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/. • 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/hm/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 \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 _____ 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.