## Marketing Major – Fall 2022

**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 Visualization
- 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

**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

*limit two credits per each towards the eight 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
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*Cana 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, consultants, data/analytics, digital marketing, education training, marketing communications, marketing research, marketing strategy, marketing technology, promotional products, and sales, among other areas. While students can take any combination of the marketing elective courses to meet graduation requirements, certain elective combinations can often help students who are focused on specific career tracks. For example:

**Strategic Sales and Account Management** prepares you to initiate and grow relationships with strategically important customers across diverse business markets. Careers include account managers, development representatives, sales managers, and business development representatives. For students interested in having a “Sales Minor” appear on their transcript, they need to take MSLE4565 and MGT 4600, MSLE 2900, MSLE 4250, MSLE 4555, MSLE 4575, which would fulfill their EIGHT marketing elective course requirement.

**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 include market research associates, business intelligence analysts, SEO/web analysts, and research project mgmt. For students interested in having a “Marketing Analytics specialization” appear on their transcript they need to take four of the five research classes MSLE 4531, MSLE 4532, MSLE 4533, MSLE 4534, MSLE 4536 which leaves four of the minimum eight elective credit hours for focus.

**Product and Brand Management** prepares you to oversee the promotion of products and services for clients and to develop and grow brands. For students interested in having a “Product and Brand Management specialization” appear on their transcript they need to take MSLE 2650, MSLE 2800, MSLE 4532, MSLE 4550, which leaves three elective credit hours remaining for student choice focus.

**Digital Marketing** prepares you to manage the platforms, technologies, and strategies needed to succeed in digital business markets. For students interested in having a “Digital Marketing specialization” on their transcript they need to take MSLE 2650, MSLE 4536, MSLE 4540, which leaves two elective credit hours remaining for student choice focus.

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## Business Acumen

- 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 Business Analysis
- DATA 2100 (3 cr.) Data & Info in Business
- DATA 3100 (3 cr.) Making Decisions with Data
- DATA 3300 (3 cr.) Business Analytics (QL)
- ECN 1500 (3 cr.) Econ Institutions (Macro Econ) (BAI)
- ECN 2010 (3 cr.) Intro to Microeconomics (BSS)
- FIN 3200 (3 cr.) Financial Management
- FIN 3300 (3 cr.) Corporate Finance
- MGT 2050 (3 cr.) Legal and Ethical Environment of Business
- MGT 3050 (3 cr.) Foundations 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 and Problem Solving

- 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
- C grade or better required in all other Business Acumen
- Data 1100 and Data 2100 should be taken at the same time
- MSLE 3500 can be taken as early as Sophomore year
- 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://www.usu.edu/register/htm/graduation](http://www.usu.edu/register/htm/graduation)

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## Jon M Huntsman School of Business

**Department of Marketing and Strategy**

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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.