

Jon M. Huntsman School of Business
Department of Marketing and Strategy
Marketing Major – Fall 2025

<p>Business Acumen (47 credits)</p> <p>___ BUS 1000 <i>New freshmen and transfer students who have declared a major in the Huntsman School of Business are expected to enroll in BUS 1000 during their first year. Logan campus only.</i></p> <p>___ ACCT 2010 (3 cr.) Financial Accounting Principles</p> <p>___ ACCT 2020 (3 cr.) Managerial Accounting Principles</p> <p>___ BUS 3200 (3 cr.) Professional Communication with AI (CI)</p> <p>___ DATA 1100 (1 cr.) Excel for Business Analysis</p> <p>___ DATA 2100 (3 cr.) Data & Information in Business</p> <p>___ DATA 3100 (3 cr.) Making Decisions with Data</p> <p>___ DATA 3300 (3 cr.) Intro to Modern Data Analytics (QI)</p> <p>___ ECN 1500 (3 cr.) Intro to Econ Inst., Hist, & Principles (BAI)</p> <p>___ ECN 2010 (3 cr.) Intro to Microeconomics (BSS)</p> <p>___ FIN 3200 (3 cr.) Corporate Finance (QI)</p> <p>___ FIN 3300 (3 cr.) Investments</p> <p>___ MGT 3050 (3 cr.) Foundations of Business</p> <p>___ MGT 3350 (3 cr.) Legal and Ethical Env. of Business</p> <p>___ MGT 3700 (3 cr.) Operations Management</p> <p>___ MSLE 3500 (3 cr.) Fundamentals of Marketing (B- grade or better)</p> <p>___ MSLE 3800 (2 cr.) Leadership</p> <p>___ MSLE 3890 (2 cr.) Systems Strategy & Problem Solving</p>	<p>Marketing Elective Courses (8 credits):</p> <p><i>choose a minimum of EIGHT credit hours from the following:</i></p> <p>___ MSLE 2650 (2 cr.) Adobe Graphic Design (fa/sp/su)</p> <p>___ MSLE 2800+ (1 cr.) HMA Consulting (fa/sp)</p> <p>___ MSLE 2850+ (1 cr.) PhD Prep (research focus) (fa/sp)</p> <p>___ MSLE 2900+ (1 cr.) ProSales (fa/sp)</p> <p style="text-align: center;"><i>+ repeatable, but limited to 2 credits towards the 8 elective credits</i></p> <p>___ MSLE 3530 (3 cr.) New Venture Marketing (fa/sp/su)</p> <p>___ MSLE 3855 (2 cr.) Sustainability Marketing (fa/sp)</p> <p>___ MSLE 4050 (3 cr.) International Marketing (fa/sp)</p> <p>___ MSLE 4529 (2 cr.) E-Commerce and Internet Marketing (fa/sp)</p> <p>___ MSLE 4531* (2 cr.) Critical Thinking & Competitive Intel. (fa/sp/su)</p> <p>___ MSLE 4533* (2 cr.) Mkt Seg & Multicultural Analysis (fa/sp/su)</p> <p>___ MSLE 4555* (2 cr.) Pricing & B2B Buyer-Seller Decisions (fall only)</p> <p>___ MSLE 4580 (2 Cr.) Artificial Intel. in Experimental Design (fall only)</p> <p style="text-align: center;"><i>(Two full days, boot-camp style)</i></p> <p>___ MSLE 4565 (2 cr.) Sales Management (spring only)</p> <p>___ MSLE 4575 (2 cr.) Customer Success Strategy (spring only)</p> <p>Statewide students: Please contact your advisor for online options if needed.</p>	<p>MSLE Dept. recommendations:</p> <ol style="list-style-type: none"> 1) Complete MSLE 4890 sophomore year 2) Complete research class(es) sophomore or junior year, prior to an internship 3) Complete MSLE 4535 and MSLE 4560 prior to electives 4) Complete an internship or equivalent experience prior to graduation (not required but highly recommended) 5) Use remaining open elective credits (toward 120 credit total) to achieve learning, minors, and certificates that align with career and life aspirations; there are many different career paths for marketing majors to pursue.
<p>Marketing Major Requirements (13 credits):</p> <p>___ MSLE 4510 (2 cr.) Consumer Behavior</p> <p>___ MSLE 4535 (2 cr.) Promotional Strategy</p> <p>___ MSLE 4545 (2 cr.) Digital Marketing</p> <p>___ MSLE 4560 (2 cr.) Strategic Sales (CI)</p> <p>___ MSLE 4590 (3 cr.) Marketing Strategy</p> <p>___ MSLE 4890 (2 cr.) Strategic Planning for Career and Life (CI)</p> <p>Choose ONE of the following research classes (2 credits):</p> <p>___ MSLE 4531 (2 cr.) Critical Thinking & Competitive Intelligence</p> <p>___ MSLE 4533 (2 cr.) Mkt Segmentation & Multicultural Analysis</p> <p>___ MSLE 4555 (2 cr.) Pricing & B2B Buyer-Seller Decisions</p>	<p>Huntsman School of Business Policies:</p> <ul style="list-style-type: none"> • Students must formally declare a major in the Jon M. Huntsman School of Business. • 2.50 GPA in 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. • It is recommended that students take DATA 1100 and DATA 2100 concurrently. • Huntsman School of Business courses are limited to one repeat. • For semester availability and prerequisites, see the USU catalog online at http://catalog.usu.edu/. • All students must earn 120 credits and meet Utah State University graduation requirements. Check USU catalog for more information regarding requirements. • It is strongly recommended that graduation applications be completed two semesters prior to graduation. https://www.usu.edu/registrar/graduation/ <p style="text-align: right;"><i>Rev. 4/2025</i></p>	

UNIVERSITY STUDIES CHECKLIST
FOR STUDENTS WITH A MAJOR IN THE SOCIAL SCIENCES
GENERAL EDUCATION (40-45 CREDITS)

COMPETENCY REQUIREMENTS (3-10 CREDITS)

Communications Literacy (3-6)

1. ENGL 1010 (CL1) or AP English or ACT English ≥ 29 or CLEP (3)
2. ENGL 2010* (CL2) (3) or ENGL 2020 (CL2)

Quantitative Literacy (0-4)

- 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)

**The MATH 1050 course must be completed with a C- grade or higher.*

BREADTH REQUIREMENTS (7 COURSES: 21 - 22 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.

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| American Inst. (BAI) | <input type="checkbox"/> | Approved Course | <u>ECN 1500</u> | or | <input type="checkbox"/> | AP |
| Creative Arts (BCA) | <input type="checkbox"/> | Approved Course | _____ | or | <input type="checkbox"/> | AP |
| Humanities (BHU) | <input type="checkbox"/> | Approved Course | _____ | or | <input type="checkbox"/> | AP |
| Life Sciences (BLS) | <input type="checkbox"/> | Approved Course | _____ | or | <input type="checkbox"/> | AP |
| Physical Science (BPS) | <input type="checkbox"/> | Approved Course | _____ | or | <input type="checkbox"/> | AP |
| Social Science (BSS) | <input type="checkbox"/> | Approved Course | <u>ECN 2010</u> | or | <input type="checkbox"/> | AP |
| Integrated Studies (BIS) | <input type="checkbox"/> | Approved Course | <u>DATA 3300 or FIN 3200</u> | or | <input type="checkbox"/> | AP |

DEPTH REQUIREMENTS (5 COURSES: 12 – 14 CREDITS)

Required Depth Courses (Two courses outside of major)

- 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)

- BUS 3200 (CI) Business Communication
- MSLE 4560 (CI) Strategic Sales

Quantitative Intensive (One course which is part of major)

- DATA 3300 (QI) Intro to Modern Data Analytics or FIN 3200 (QI) Fundamentals of Finance I
(one will satisfy the QI requirement and the other will satisfy the Breadth Integrated Studies requirement)

UPPER-DIVISION CREDITS

Completion of a minimum of 40 credits numbered 3000 or above.