### Business Acumen

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2010</td>
<td>Financial Accounting Principles</td>
<td>3 cr.</td>
</tr>
<tr>
<td>ACCT 2020</td>
<td>Managerial Accounting Principles</td>
<td>3 cr.</td>
</tr>
<tr>
<td>ECN 1500</td>
<td>Econ Institutions (Macroeconomics) (BAI)</td>
<td>3 cr.</td>
</tr>
<tr>
<td>ECN 2010</td>
<td>Intro to Microeconomics (BSS)</td>
<td>3 cr.</td>
</tr>
<tr>
<td>FIN 3200</td>
<td>Financial Management</td>
<td>3 cr.</td>
</tr>
<tr>
<td>FIN 3400</td>
<td>Corporate Finance (Q1)</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MGT 2050</td>
<td>Legal and Ethical Environment of Business</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MGT 3050</td>
<td>Foundations of Business: Capitalism, Markets, and Innovation</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MGT 3700</td>
<td>Operations Management</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MSLE 3500**</td>
<td>Fundamentals of Marketing</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MSLE 3800</td>
<td>Leadership</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MSLE 3890</td>
<td>Systems Strategy and Problem Solving</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MIS 1100</td>
<td>Excel Business Analysis (must take with MIS 2100)</td>
<td>1 cr.</td>
</tr>
<tr>
<td>MIS 2100</td>
<td>Data &amp; Info in Business</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MIS 3100</td>
<td>Making Decisions with Data</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MIS 3200</td>
<td>Business Communication (CI)</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MIS 3300</td>
<td>Business Analytics (QL)</td>
<td>3 cr.</td>
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**B or better is required in MSLE 3500**  
*C grade required in all other Business Acumen*

### Marketing Elective Courses

**Choose a minimum of EIGHT credits from the following:**

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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>MGT 4600</td>
<td>Negotiations</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MSLE 3530</td>
<td>New Venture Marketing</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MSLE 3855</td>
<td>Sustainability Marketing</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MSLE 4050</td>
<td>International Marketing (Fall)</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MSLE 4250</td>
<td>Internship</td>
<td>3 cr.</td>
</tr>
<tr>
<td>MSLE 4531</td>
<td>Competitive Intelligence Data</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MSLE 4532</td>
<td>Data Driven Decision Making</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MSLE 4533</td>
<td>Big Market Insights Big Data</td>
<td>2 cr.</td>
</tr>
<tr>
<td>MSLE 4534</td>
<td>Survey Research</td>
<td>2 cr.</td>
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</tbody>
</table>

*(Can take two more marketing research courses here. Can not double count in both places.)*

### Marketing Major Requirements

- **3 cr.** Financial Accounting Principles
- **3 cr.** Managerial Accounting Principles
- **3 cr.** Econ Institutions (Macroeconomics) (BAI)
- **3 cr.** Intro to Microeconomics (BSS)
- **3 cr.** Corporate Finance (Q1)
- **3 cr.** Legal and Ethical Environment of Business
- **3 cr.** Foundations of Business: Capitalism, Markets, and Innovation
- **2 cr.** Operations Management
- **3 cr.** Fundamentals of Marketing
- **2 cr.** Leadership
- **2 cr.** Systems Strategy and Problem Solving
- **1 cr.** Excel Business Analysis (must take with MIS 2100)
- **3 cr.** Data & Info in Business
- **3 cr.** Making Decisions with Data
- **3 cr.** Business Communication (CI)
- **3 cr.** Business Analytics (QL)

### Choose Two Marketing Research Courses

- **2 cr.** Competitive Intelligence and Data Visualization
- **2 cr.** Data Driven Decision Making
- **2 cr.** Big Market Insight from Big Data
- **2 cr.** Survey Research

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- Students must be formally admitted to the Jon M. Huntsman School of Business.
- A 2.50 GPA in core and major courses is required for graduation.
- 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 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).
- Choose a career track to prepare for more advanced and specialized training with the electives and capstone courses.

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**Strategic Sales and Account Management** prepares you to initiate and grow relationships with strategically important customers across diverse business-markets. Careers in this track include account managers, development representatives, sales managers, and business development representatives.

**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.

**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.

**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.
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 __MIS 3100 or 3300____ 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)
□ MIS 3200 (CI) Business Communication
□ 3000+ Communications Intensive (CI) Approved Course _________________

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.