

**Jon M. Huntsman School of Business**  
**Department of Marketing and Strategy**  
**Marketing Major – Fall 2024**

<p><b>Business Acumen</b></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 (1 cr.) Excel for Business Analysis          ___ DATA 2100 (3 cr.) Data &amp; Info in Business          ___ DATA 3100 (3 cr.) Making Decisions with Data          ___ DATA 3300 (3 cr.) Intro to Modern Data Analytics (QI)          ___ ECN 1500 (3 cr.) Intro to Econ Inst., Hist, &amp; Principles (BAI)          ___ ECN 2010 (3 cr.) Intro to Microeconomics (BSS)          ___ FIN 3200 (3 cr.) Fundamentals of Finance I (QI)          ___ 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 (3 cr.) Operations Management          ___ MSLE 3500 (3 cr.) Fundamentals of Marketing          ___ MSLE 3800 (2 cr.) Leadership          ___ MSLE 3890 (2 cr.) Systems Strategy &amp; Problem Solving</p> <p><b>BUS 1000 HSB Freshmen Academy</b></p> <p>Students who have not attended any school beyond high school and have a declared major in the Huntsman School of Business are expected to enroll in BUS 1000 during their first year at USU.</p>	<p><b>Marketing Elective Courses:</b>  <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 (2 cr.) Internship          ___ MSLE 4531* (2 cr.) Competitive Intel. &amp; Data Visualization          ___ MSLE 4532* (2 cr.) Data-Driven Decision Making          ___ MSLE 4533* (2 cr.) Big Market Insights from Big Data          ___ MSLE 4536* (2 cr.) Internet Marketing Analytics          ___ MSLE 4555* (2 cr.) B2B Mkt, Pricing, &amp; Merchandising          ___ MSLE 4580* (2 Cr.) Artificial Intel. in Experimental Design  <i>*Can count as either research requirement or as elective</i></p> <p>___ MSLE 4540 (2 cr.) Social Influence in Marketing          ___ MSLE 4550 (2 cr.) New Product Ideation and Brand Growth          ___ MSLE 4541 (2 cr.) Mktg. Strategies for Athletes &amp; Influencers          ___ MSLE 4562 (2 cr.) Sales &amp; Marketing Practicum          ___ MSLE 4565 (2 cr.) Sales Management          ___ MSLE 4575 (2 cr.) Customer Success Strategy</p>	<p><b>Elective Coursework Focus:</b></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.</p> <p>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><b>Marketing Major Requirements: take ALL of the following</b></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 (CI)          ___ MSLE 4590 (3 cr.) Marketing Strategy</p> <p><b>Plus choose TWO of the following research classes</b></p> <p>___ MSLE 4531 (2 cr.) Competitive Intel. &amp; Data Visualization          ___ MSLE 4532 (2 cr.) Data-Driven Decision Making          ___ MSLE 4533 (2 cr.) Big Market Insights from Big Data          ___ MSLE 4536 (2 cr.) Internet Marketing Analytics          ___ MSLE 4555 (2 cr.) B2B Mktg, Pricing, &amp; Merchandising          ___ MSLE 4580 (2 Cr.) Artificial Intel. in Experimental Design</p>	<ul style="list-style-type: none"> <li>• Students must formally declare a major in the Jon M. Huntsman School of Business.</li> <li>• 2.50 GPA in major courses is required for graduation.</li> <li>• B grade or better is required in MSLE 3500.</li> <li>• C grade or better required in all other Business Acumen.</li> <li>• It is recommended that students take DATA 1100 and DATA 2100 concurrently.</li> <li>• Huntsman School of Business courses are limited to <b>one</b> repeat.</li> <li>• For semester availability and prerequisites, see the USU catalog online at <a href="http://catalog.usu.edu/">http://catalog.usu.edu/</a>.</li> <li>• All students must earn 120 credits and meet Utah State University graduation requirements. Check USU catalog for more information regarding requirements.</li> <li>• It is strongly recommended that graduation applications be completed two semesters prior to graduation. <a href="https://www.usu.edu/registrar/graduation/">https://www.usu.edu/registrar/graduation/</a></li> </ul>	

**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  $\geq$  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  $\geq$  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.

- |                          |                          |                 |                              |    |                          |    |
|--------------------------|--------------------------|-----------------|------------------------------|----|--------------------------|----|
| 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.