### Business Acumen

- ACCT 2010  (3 cr.) Financial Accounting Principles
- ACCT 2020  (3 cr.) Managerial Accounting Principles
- ECN 1500* (3 cr.) Econ Institutions (Macroeconomics) (BAI)
- ECN 2010  (3 cr.) Intro to Microeconomics (BSS)
- ECN 3400  (3 cr.) Global Economic Institutions (DSS)
- FIN 3400  (3 cr.) Corporate Finance (QI)
- MGT 2050  (3 cr.) Legal and Ethical Environment of Business
- MGT 3110  (3 cr.) Managing Organizations & People (DSS)
- MGT 3500  (3 cr.) Fundamentals of Marketing
- MGT 3700  (3 cr.) Operations Management
- MIS 2100  (3 cr.) Principles of MIS
- MIS 3200  (3 cr.) Business Communication (CI)
- STAT 2300 OR  (4 cr.) Business Statistics (QL)  

*These courses must be completed with a C grade or higher.

### Marketing Major Requirements

(B- or better required in MGT 3500)

- MGT 4510 Buyer Behavior  (2 cr.)
- MGT 4530 Marketing Research** (3 cr.)
- MGT 4535 Promotional Strategy** (2 cr.)
- MGT 4550 Brand Management  (2 cr.)
- MGT 4560 Strategic Sales** (2 cr.)
- MGT 4590 Marketing Strategy  (3 cr.)
- MGT 4730 Business and Society  (2 cr.)
- MGT 4890 Strategic Planning and Execution (3 cr.)

### Electives – Choose four courses:

- MGT 3530 New Venture Marketing  (2 cr.)
- MGT 3850 Sports Management  (2 cr.)
- MGT 4050 International Marketing (Fall)  (2 cr.)
- MGT 4540 Social and New Media  (2 cr.)
- MGT 4570 Consumer Choice Modeling  (2 cr.)
- MGT 4600 Negotiations  (2 cr.)
- MGT 4790 Managing Global Value Chains  (2 cr.)
- MGT 4545 Marketing and Sales Technology  (2 cr.)
- MGT/BUS 4250 Adv. MKG Internship/ OR  (2 cr.)
- BUS 2000 Foundations for Global Learning  (2 cr.)
- MIS 3860 Big Data Analytics  (3 cr.)
- PSY 3010 Psychological Statistics  (3 cr.)

### Elective Topics (Select 4)

- New Venture Marketing (MGT 3530)  
- Sports Management (MGT 3850)
- International Marketing (MGT 4050)
- Social and New Media (MGT 4540)
- Consumer Choice Modeling (MGT 4570)
- Negotiations (MGT 4600)
- Managing Global Value Chains (MGT 4790)
- Marketing & Sales Technology (MGT 4545)
- Intern (MGT 4250) or Global (BUS 2000)
- Big Data Analytics (MIS 3860)
- Psychological Statistics (PSY 3010)

**A = Strategic Sales and Account Management**  
**B = Marketing Analytics**  
**C = Marketing Management**  
**D = Global Marketing**

### Career Track: **

- **A** Strategic Sales and Account Management
- **B** Marketing Analytics
- **C** Marketing Management
- **D** Global Marketing

### Please Note:**

To help students choose a career track and to prepare for more advanced and specialized training with the electives and capstone courses, it is strongly recommended that students first complete MGT 4530 (Marketing Research), MGT 4535 (Promotional Strategy), and MGT 4560 (Strategic Sales) before taking the marketing electives.

### Students must be formally admitted to the Jon M. Huntsman School of Business.

### Students may complete up to 15 USU Huntsman School of Business required credits numbered 2000 and above including transfer credits prior to formal admittance to the Huntsman School.

### Students transferring more than 15 acceptable credits must receive Huntsman School admittance prior to completing further Huntsman School required courses.

### In order to register for 3000-, 4000- and 5000-level courses in the Huntsman School, a 2.67 overall GPA is required.

### A 2.50 GPA in core and major courses is required for graduation.

### For semester availability and prerequisites, see the USU general catalog or check online at  
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

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

### (B) 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.

### (C) 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 in marketing management include brand and product management, digital/internet/social media management, and advertising/promotional account management.

### (D) 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 (34-37 CREDITS)

**COMPETENCY REQUIREMENTS (7-13 CREDITS)**

**Communications Literacy (3-6)**
1. □ ENGL 1010 or □ AP English or □ ACT English ≥ 29 or □ CLEP (3)
2. □ ENGL 2010* (3)

**Quantitative Literacy (4)**
□ MATH 1050 (4)
(or one course in Math or Stats requiring Math 1050 as a prerequisite or AP Calculus score of 3 or better)

*This course must be completed with a C grade or higher.

**BREADTH REQUIREMENTS (6 COURSES – 18 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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Course Code</th>
<th>Approved Course</th>
<th>AP</th>
</tr>
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<tbody>
<tr>
<td>American Inst.</td>
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<tr>
<td>Creative Arts</td>
<td>USU 1330</td>
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<tr>
<td>Humanities</td>
<td>USU 1320</td>
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<tr>
<td>Exploration Credit</td>
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</tbody>
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**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 (Two courses)**
- □ MIS 3200 Business Communication
- □ MGT 4890 Strategic Planning and Execution

**Quantitative Intensive (One course which is part of major)**
□ FIN 3400 Corporate Finance

**UPPER-DIVISION CREDITS**
Completion of a minimum of 40 credits numbered 3000 or above.

Revised 2.3.14