

University Studies Program (USP) 2015
THE PROGRAM OF STUDY FOR THE UNDERGRADUATE
MAJOR IN MARKETING

Marketing includes all business activities necessary for the transfer of ownership of goods and services and to provide for their physical distribution. Marketing embraces a wide area of highly specialized and technical occupations such as merchandising and consumer and product research as well as general fields such as retailing, advertising, and professional selling. The program is designed to provide the student the opportunity to major in Marketing and at the same time, to create a concentration in one of the following areas: Sustainability & Global Markets, Customer Experience Management, or Supply Chain Management.

Cumulative and College, Advanced Business Standing and Graduation GPA Requirements: 2.50 GPA, USP 2015

<u>I. University Studies Requirements and Non-business Requirements</u>				Credit Hours
First-Year Seminar	1101	One course required	FY+	3
English	1010*	Freshman English	C1+	3
Communication 2	_____*	One course required	C2+	3
Mathematics	1400 or passing Math Placement Test at Level 4 or ACTE Math 26+		Q	
Mathematics	2350*	Business Calculus		4
Mathematics	2355*	Mathematical Applications for Business		4
	Math 2200 and 2205 may be substituted for Math 2350 and 2355			
Statistics	2050* or 2070*	One course required		4
Physical & Natural World	_____/____	Two courses required	PN	6
U.S. & WY Constitution	____	One course required	V	3
Human Culture	Met with ECON 1010 and ECON 1020		H	
Non-business elective	_____/____/____	9 hours required (may include Math 1400)		9
Total Hours Required in Section I				39

II. Common Body of Knowledge courses

Grade of C (C- not acceptable) or above required for common body of knowledge courses. It is the student's responsibility to be certain that prerequisite courses are successfully completed prior to course registration.

Accounting	1010*	Principles of Accounting I	3	
Accounting	1020*	Principles of Accounting II	3	
Economics	1010*	Principles of Macroeconomics	3	
Economics	1020*	Principles of Microeconomics	3	
Management	1040	Legal Environment of Business	3	
Information Mgt	2400*	Introduction to Information Management	3	
Finance	3250	Corporate Finance	3	
Management	3210	Management and Organization	3	
Marketing	3210	Introduction to Marketing	3	
Decision Science	3210	Introduction to Operations & Supply Chain Mgt	3	
Management	4800**	Business Strategy and Policy	3	
Total Hours Required in Section II				33

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III. Courses required for a major in Marketing (24 hours) Credit Hours

Grade of C (C- not acceptable) or above required for major specific courses.

A. Ethics Requirement (choose only one) **3**

Management	3110	Business Ethics	
OR Marketing	3110	Marketing Ethics	
OR International Business	3110	Global Business Ethics	

B. Marketing Core Requirements **9**

Marketing	4240	Consumer Behavior	3
Marketing	4520	Marketing Research and Analysis	3
Marketing	4450	Advanced Marketing Management	C3+ 3

C. Concentration Requirements (Select only one concentration; NOT interchangeable) **12**

Sustainability & Global Markets		12
MKT 4600	Campus Sustainability	3
MKT 4590	Sustainable Bus Practices	3
MKT 4540	International Marketing	3
ECON 2400	Economics of the Environment	3
	See NOTE in section IV	3
OR		
INBU 4570	Global Business Issues	
Suggested Concentration Electives:		
ECON 2400	Economics of the Environment	
OR		
INBU 4570	Global Business Issues	
MKT 4910	Topics in Marketing (with approval)	
AMST 4051	Environmental Politics	
Environment & Natural Resources courses		

Customer Experience Management		12
MKT 4230	Integrated Mktg Communication	3
MKT 4590	Sustainable Business Practices	3
MKT 4440	Marketing of Services	3
MGT 3410	Human Resource Mgt	
	OR	3
MKT 4210	Sales Management	
Suggested Concentration Electives:		
MGT 3410	Human Resource Management	
OR		
MKT 4210	Sales Management	
MGT 4440	Problem Solving	
ECON 1400	Sports Economics	
ECON 2100	Intro to Money & Banking	
AMST 4300	Am Culture & the Public Sector	
AMST 3100	Food in American Culture	
COJO 2090	Persuasion	
COJO 3310	Public Relations	
COJO 3300	Advertising in the Media	
COJO 4300	Advertising Campaigns	
COJO 4310	Public Relations Techniques	

Supply Chain Management		12
DSCI 4230	Purchasing & Supply Mgt	3
DSCI 4240	Computer Apps in DSCI	3
DSCI 4270	Logistics	3
DSCI 4280	Supply Chain Management	3
Suggested Concentration Electives:		
MKT 4540	International Marketing	
MKT 4590	Sustainable Bus Practices	
MKT 4910	Topics in Marketing	
MGT 4340	Law for Managers	
INBU 4570	Global Business Issues	
DSCI 4250	Revenue Management	
DSCI 4260	Project Management	

Total Hours Required in Section III **24**

IV. Free Electives from any college

3 of 24 required hours must be 3000 or 4000, junior/senior-level courses.

NOTE: If ECON 2400 is used in Sustainability & Global Markets Concentration then 6 of 24 required hours must be 3000 or 4000, junior/senior-level courses.

See suggested concentration electives above.

Total Hours Required in Section IV **24**

TOTAL HOURS REQUIRED FOR GRADUATION **120**

This program has been formulated to meet the requirements of AACSB International (the Association to Advance Collegiate Schools of Business), the University of Wyoming, and the College of Business.

Minimum requirements include:

- Minimum of 42 semester hours of junior/senior-level courses. 30 of the 42 hours must be earned from UW.
- 2.50 grade point average in all College of Business courses.
- 2.50 grade point average in all institution (UW) courses.
- 50% of the business credit hours must be from the University of Wyoming.
- Grade of C (C- not acceptable) or above required for University Studies Program: FY, C1, C2, C3
- Grade of C (C- not acceptable) or **above** required for common body of knowledge and major specific core courses.
- A maximum of 6 hours each at the freshman/sophomore and junior/senior-level military science may be applied to degrees in the College of Business.
- Grade of C (C- not acceptable) or above in MGT 4800 and a passing score on the ETS standardized test for COB majors.
- Students may not take a minor in the same area as their concentration.

†University Studies Program FY, C1, C2, and C3 must be completed with a C (C- not acceptable) or better.

*Component of Advanced Business Standing. Grade of C (C- not acceptable) or **above** required.

**Management 4800 is to be taken semester of graduation.