

**DEPARTMENT OF MANAGEMENT AND MARKETING
MARKETING MAJOR**

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 specialize in at least three of the following areas: Advertising, Retailing, Consumer (Buyer) Behavior, Marketing Research, or Sales Management.

Cumulative and College, Advanced Business Standing and Graduation GPA Requirements: 2.50 GPA, USP: 2003

I. <u>University Studies Requirements and Non-business Requirements</u>			<u>Credit Hours</u>
English	1010*	Freshman English	3
Writing course	Your choice*	Mid-Level Writing	3
Writing course	Your choice	Upper-Level Writing	3
Mathematics	1400 or passing Math Placement Test at Level 4 or ACTE Math 26+		
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*	Statistical Concepts	4
Sciences	Two sciences required; one must contain a lab component		6-8
Economics	1010*	Principles of Macroeconomics	3
Economics	1020*	Principles of Microeconomics	3
Communication	1010	Public Speaking	3
US & WY Const.	Your choice	US & Wyoming Constitution	3
PEAC	1001	Physical Activity & Your Health	1
Non-business Electives: Courses must be taken from areas outside the College of Business. Within the 20 required hours, you should complete your QA if required, CA, CH, G and D USP requirements.			20
Total Hours Required in Section I			60

II. Common Body of Knowledge courses

Accounting	1010*	Principles of Accounting I	3
Accounting	1020*	Principles of Accounting II	3
Information Mgt	2400*	Introduction to Information Management	3
Finance	3250	Managerial Finance	3
Management	1040	Legal Environment of Business	3
Management	3210	Management and Organization	3
Marketing	3210	Introduction to Marketing	3

*Component of Advanced Business Standing. Grade of C or **above** required.

Most 3000-4000-level business courses below this line require Advanced Business Standing.

Decision Science	3210	Production and Operations Management	3
Management**	4800	Business Strategy and Policy	3

**To be taken semester of graduation

**Grade of C or above required for Management 4800

Total Hours Required in Section II	27
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**THE PROGRAM OF STUDY FOR THE UNDERGRADUATE
MAJOR IN MARKETING**

III. Courses required for a major in Marketing

Grade of C or above required for major specific courses.

A. Marketing Core Requirements

Marketing	4240	Consumer Behavior	3
Marketing	4520	Marketing Research and Analysis	3
Marketing	4610	Marketing Ethics	3
Marketing	4450	Advanced Marketing Management	3

B. Marketing Electives at the 4000 level which have not been used to meet any other requirements

Refer to the appropriate class schedule for courses offered

Excludes MKT 4430 12

C. Restricted College of Business Electives at the 3000/4000 level which has not been used to meet any other requirements

Must be College of Business courses chosen in consultation with advisor

Excludes MKT 4430 6

Total Hours Required in Section III 30

IV. Free electives

This total may require additional hours from any college at the 3000/4000 (junior-senior) level.

Total Hours Required in Section IV 3

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:

- 50% of total course work must be non-College of Business courses, including Economics 1010 & 1020.
- Minimum of 48 semester hours of junior-senior-level courses. 30 of the 48 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 (U.W.) courses.
- 50% of the business credit hours must be from the University of Wyoming.
- Grade of C or **above** required for major specific core courses including MGT 4800.
- A maximum of 6 hours of freshman-sophomore level military science and a maximum of 6 hours of junior-senior-level military science may be applied to degrees in the College of Business. Military science may not be used specifically to fill 3000-4000-level elective credit.
- Pass MGT 4800 including a passing score on the ETS standardized test for COB majors.