

THE PROGRAM OF STUDY FOR THE UNDERGRADUATE MAJOR IN MARKETING

The Management major focuses on using resources to achieve goals in organizations. It studies the activities and operations that bring together human, financial, material, and information resources. Management majors should graduate with an understanding of the business world and a set of tools to successfully manage parts or all of an organization's operations.

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

<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 electives	_____/_____/_____	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	2020*	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	C3†	3
Total Hours Required in Section II				33

†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.

THE PROGRAM OF STUDY FOR THE UNDERGRADUATE MAJOR IN MARKETING

III. Courses required for the Marketing Major

Credit
Hours

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

A. Concentration Requirements (Select only one concentration; not interchangeable)

15

Marketing			
MKT	4240	Consumer Behavior	3
MKT	4520	Marketing Research & Analysis	3
MKT	4450	Advanced Marketing	3
Choose 2 from the following:			6
MKT	4230	Integrated Marketing Communication	
MKT	4540	International Marketing	
MKT	4590	Sustainable Business Practices	
MKT	4910	Selected Topics in Marketing	
SELL	3310	Professional & Technical Selling	

Professional and Technical Selling			
SELL	3310	Professional & Technical Selling	3
SELL	4310	Advanced Selling	3
SELL	4320	Sales Force Strategies	3
Choose 1 from the following:			3
MGT	4470	Negotiations & Conflict Resolution	
SELL	4330	Sales Seminar	
Choose 1 from the following:			3
DSCI	4230	Purchasing & Supply Management	
DSCI	4260	Project Management	
DSCI	4280	Supply Chain Management	
FIN	4250	Advanced Corporate Finance	
SELL	4910	Selected Topics in Sales	

B. Advanced Business Electives 3000/4000 level which have not been used to meet any other requirements.

6

Total Hours Required in Section III

21

IV. Free Electives from any college which have not been used to meet any other requirements.

6 of 27 required hours must be 3000/4000 level.

Total Hours Required in Section IV

27

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 and 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, and 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 at the 1/2000 level and 3/4000 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 exit exam for COB majors.

†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.