

## Marketing, BS

### Customer Experience Management Concentration



This sample degree plan is a guide, to be used for planning in consultation with your academic advisor. Actual course sequence may vary by student. A ▲ symbol identifies courses that must be taken and passed during the suggested semester in order for a student to stay on track toward completing the degree program within four years.

Course Sequence	Course Prefix	Course Number	Course Title	Credit Hours	Min Grade	Notes
			USP First-Year Seminar	3	C	FY
▲	ACCT	1010	Principles of Accounting I <sup>1</sup>	3	C	
	ECON	1010	Principles of Macroeconomics <sup>1</sup>	3	C	H; can take ECON 1020 (Principles of Microeconomics).
	ENGL	1010	College Composition and Rhetoric <sup>1</sup>	3	C	C1
	MATH	1400	College Algebra <sup>2</sup>	3	C	Q
<b>Credit hours subtotal:</b>				<b>15</b>		

### Freshman Spring Semester

			USP Communication 2 <sup>1</sup>	3	C	C2
▲	ACCT	1020	Principles of Accounting II <sup>1</sup>	3	C	
	ECON	1020	Principles of Microeconomics <sup>1</sup>	3	C	H; can take ECON 1010 (Principles of Macroeconomics).
	MGT	1040	Legal Environment of Business <sup>3</sup>	3	C	
	MATH	2350	Business Calculus <sup>1</sup>	4	C	
<b>Credit hours subtotal:</b>				<b>16</b>		

### Sophomore Fall Semester

▲	IMGT	2400	Introduction to Information Management <sup>1</sup>	3	C	
	MATH	2355	Mathematical Applications for Business <sup>1</sup>	4	C	
	STAT	2050	Fundamentals of Statistics <sup>1</sup>	4	C	Can substitute STAT 2070 (Intro Stat for the Social Sciences).
			Non-Business Elective	3		
<b>Credit hours subtotal:</b>				<b>14</b>		

### Sophomore Spring Semester

			USP Physical & Natural World	3		PN
			USP US & Wyoming Constitutions	3		V
	DSCI	3210	Intro to Operations & Supply Chain Mgmt <sup>3</sup>	3	C	
▲	MKT	3210	Introduction to Marketing <sup>3</sup>	3	C	
			Non-Business Elective	3		
<b>Credit hours subtotal:</b>				<b>15</b>		

This sample degree plan is a guide for course work in the major. • Course sequencing may need to be altered if ACT or Math Placement scores require a student to take pre-college courses before taking required math or English courses. • Not all courses are offered every semester and some electives may have prerequisites. Students should review course descriptions in the *University Catalog* and consult with their academic advisor to plan accordingly.

#### University of Wyoming requirements:

Students must have a minimum cumulative GPA of 2.00 to graduate. • Students must complete 42 hours of upper division (3000-level or above) coursework, 30 of which must be from the University of Wyoming. • Courses must be taken for a letter grade unless offered only for S/U. • University Studies Program (USP) Human Culture (H) and Physical & Natural World (PN) courses must be taken outside of the major subject, but can be cross-listed with the major.

#### College of Business requirements:

This program has been formulated to meet the requirements of the College of Business and the Association to Advance Collegiate Schools of Business (AACSB) International. • A 2.50 grade point average is required in all College of Business courses to graduate. • A 2.50 grade point average is required in all UW courses for Advanced Business Standing and graduation. • 50% of business credit hours must be from UW. • A grade of C or above required for common body of knowledge and major specific core courses. • A maximum of six (6) hours of freshman/sophomore-level military science and a maximum of six (6) hours of junior/senior-level military science may be applied to degrees in the College of Business.

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#### Junior Fall Semester

			USP Physical & Natural World	3		PN
	MGT	3210	Management and Organization <sup>3</sup>	3		C
▲	MKT	4240	Consumer Behavior <sup>3</sup>	3		C
▲	MKT	4520	Marketing Research and Analysis <sup>3</sup>	3		C
			3000-level Ethics Elective <sup>3^</sup>	3		C
<b>Credit hours subtotal:</b>				<b>15</b>		

#### Junior Spring Semester

	FIN	3250	Corporate Finance <sup>3</sup>	3		C
	MKT	4230	Integrated Marketing Communication <sup>3</sup>	3		C
	MKT	3310	Professional & Technical Selling <sup>3</sup>	3		C
			Upper Division Elective	3		
			Elective	3		
<b>Credit hours subtotal:</b>				<b>15</b>		

#### Senior Fall Semester

	MKT	4590	Sustainable Business Practices <sup>3</sup>	3		C
	MGT	3410	Human Resource Management <sup>3</sup>	3		C
			Elective	9		
<b>Credit hours subtotal:</b>				<b>15</b>		

#### Senior Spring Semester

▲	MGT	4800	Business Strategy & Policy <sup>3</sup>	3		C	Passing MGT 4800 includes a passing score on the ETS standardized test for COB majors.
▲	MKT	4450	Advanced Marketing Management <sup>3</sup>	3		C	C3
			Elective	9			
<b>Credit hours subtotal:</b>				<b>15</b>			

**TOTAL CREDIT HOURS    120**

#### Marketing - Customer Experience Management Concentration Program notes:

Students may not take a minor in the same area as their concentration.

<sup>^</sup>3000-level Ethics Elective. Choose from one of the following courses:

MGT 3110 Business Ethics

MKT 3110 Marketing Ethics (offered based on sufficient demand and resources)

INBU 3110 Global Business Ethics (offered based on sufficient demand and resources)

<sup>1</sup> Component of Advanced Business Standing.

<sup>2</sup> Requires MATH ACT ≥ 23, MATH SAT ≥ 600, Math Placement Exam ≥ 3, or ≥ C grade in MATH 0925.

<sup>3</sup> Common Body of Knowledge or Major Specific Core.