

Marketing, BS Professional Sales 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
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Freshman Fall Semester

			USP First-Year Seminar	3	C	FY
▲	ACCT	1010	Principles of Accounting I ¹	3	C	
	ECON	1010	Principles of Macroeconomics ¹	3	C	H; can take ECON 1020 (Principles of Microeconomics).
	ENGL	1010	College Composition and Rhetoric ¹	3	C	C1
	MATH	1400	College Algebra ²	3	C	Q
Credit hours subtotal:				15		

Freshman Spring Semester

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

Sophomore Fall Semester

▲	IMGT	2400	Introduction to Information Management ¹	3	C	
	MATH	2355	Mathematical Applications for Business ¹	4	C	
▲	MKT	3210	Introduction to Marketing ³	3	C	
	STAT	2050	Fundamentals of Statistics ¹	4	C	Can substitute STAT 2070 (Intro Stat for the Social Sciences).
Credit hours subtotal:				14		

Sophomore Spring Semester

			USP Physical & Natural World	3		PN
			USP US & Wyoming Constitutions	3		V
	DSCI	3210	Intro to Operations & Supply Chain Mgmt ³	3	C	
▲	MKT	3310	Professional & Technical Selling ³	3	C	
			Non-Business Elective	3		
Credit hours subtotal:				15		

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.

Marketing, BS

Professional Sales Concentration



Sequence	Course Prefix	Course Number	Course Title	Credit Hours	Min Grade	Notes
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Junior Fall Semester

			USP Physical & Natural World	3		PN
	MGT	3210	Management and Organization ³	3		C
▲	MKT	4240	Consumer Behavior ³	3		C
▲	MKT	4310	Advanced Selling ³	3		C
			3000-level Ethics Elective ^{3^}	3		C
Credit hours subtotal:				15		

Junior Spring Semester

	FIN	3250	Corporate Finance ³	3		C
▲	MKT	4320	Sales Force Strategies ³	3		C
▲	MKT	4330	Sales Seminar ³	3		C
			Non-Business Elective	3		
			Elective	3		
Credit hours subtotal:				15		

Senior Fall Semester

▲	MKT	4520	Marketing Research and Analysis ³	3		C
			Upper Division Elective	3		
			Elective	9		
Credit hours subtotal:				15		

Senior Spring Semester

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

TOTAL CREDIT HOURS 120

Marketing - Professional Sales Concentration Program notes:

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

[^]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)

¹ Component of Advanced Business Standing.

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

³ Common Body of Knowledge or Major Specific Core.