

Marketing, BS

Customer Experience Management Concentration



University of Wyoming, 2017-18

Freshman Fall Semester				Hrs	Min	Grade	Notes
			USP First-Year Seminar	3		C	FY
ACCT	1010		Principles of Accounting I *	3		C	
ECON	1010		Principles of Macroeconomics *	3		C	H; can take ECON 1020 (Principles of Microeconomics).
ENGL	1010		College Composition and Rhetoric *	3		C	C1
MATH	1400		College Algebra **	3		C	Q
Credit hours subtotal:				15			

Freshman Spring Semester				Hrs	Min	Grade	Notes
			USP Communication 2 *	3		C	C2
ACCT	1020		Principles of Accounting II *	3		C	
ECON	1020		Principles of Microeconomics *	3		C	H; can take ECON 1010 (Principles of Macroeconomics).
MGT	1040		Legal Environment of Business ***	3		C	
MATH	2350		Business Calculus *	4		C	
Credit hours subtotal:				16			

Sophomore Fall Semester				Hrs	Min	Grade	Notes
IMGT	2400		Introduction to Information Management *	3		C	
MATH	2355		Mathematical Applications for Business *	4		C	
STAT	2050		Fundamentals of Statistics *	4		C	Can substitute STAT 2070 (Intro Statistics for the Social Sciences).
			Non-Business Elective	3			
Credit hours subtotal:				14			

Sophomore Spring Semester				Hrs	Min	Grade	Notes
			USP Physical & Natural World	3			PN
			USP US & Wyoming Constitution	3			V
DSCI	3210		Intro to Operations & Supply Chain Mgmt ***	3		C	
MKT	3210		Introduction to Marketing ***	3		C	
			Non-Business Elective	3			
Credit hours subtotal:				15			

This program has been formulated to meet the requirements of the University of Wyoming (UW), the College of Business, and the Association to Advance Collegiate Schools of Business (AACSB) International. • This is a guide for coursework in the major; actual course sequence may vary by student and is subject to change. Please refer to the online degree evaluation, and consult with an academic advisor. • Academic plans and course schedules may need to be altered if Math Placement scores require Math 0900, 0921, or 0925. • Not all courses are offered every semester and some electives may have prerequisites. Students should review the 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 2.0 to graduate. • Students must complete 42 hours of upper division 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. • H and PN courses must be taken outside of the major subject, but can be cross-listed with the major.

College of Business Requirements:

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

	Hrs	Min Grade	Notes
USP Physical & Natural World	3	PN	
MGT 3210 Management and Organization ***	3	C	
MKT 4240 Consumer Behavior ***	3	C	
MKT 4520 Marketing Research and Analysis ***	3	C	
3000-level Ethics Elective *** ^	3	C	
Credit hours subtotal:	15		

Junior Spring Semester

	Hrs	Min Grade	Notes
FIN 3250 Corporate Finance ***	3	C	
MKT 4230 Integrated Marketing Communication***	3	C	
MKT 4440 Marketing of Services***	3	C	
Upper Division Elective	3		
Elective	3		
Credit hours subtotal:	15		

Senior Fall Semester

	Hrs	Min Grade	Notes
MKT 4590 Sustainable Business Practices ***	3	C	
MGT 3410 Human Resource Management***	3	C	Can substitute MKT 4210 (Sales Mgt and Professional Selling).
Electives	9		
Credit hours subtotal:	15		

Senior Spring Semester

	Hrs	Min Grade	Notes
MGT 4800 Business Strategy and Policy ***	3	C	Passing MGT 4800 includes a passing score on the ETS standardized test for COB majors.
MKT 4450 Advanced Marketing Management ***	3	C	C3
Electives	9		
Credit hours subtotal:	15		

TOTAL CREDIT HOURS: 120

Marketing - Customer Experience Management Concentration Program Notes:

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

* Component of Advanced Business Standing.

** Requires MATH ACT ≥ 23 , MATH SAT ≥ 600 , Math Placement Exam ≥ 3 , or $\geq C$ grade in MATH 0925. (University standard).

*** Common Body of Knowledge or Major Specific Core.

^ Choose from one of the following courses:

MGT 3110 Business Ethics

MKT 3110 Marketing Ethics

INBU 3110 Global Business Ethics