

**COLLEGE OF BUSINESS
BACHELOR OF SCIENCE IN BUSINESS
MAJOR IN MARKETING**

Marketing is a societal process and a set of organizational functions for creating, communicating, and delivering value to customers, and for managing relationships in ways to benefit local and global stakeholders. Marketing majors are employed in a wide variety of industries and governmental agencies where understanding and managing customer relationships are critical. Students find jobs in market research, advertising, public relations, professional selling, non-profit marketing, product management, retailing, digital marketing, and brand management.

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

				<u>Credit Hours</u>
I. <u>University Studies Requirements and Non-business Requirements</u>				
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 ACT 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.

Accounting	2010*	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	1400*	Introduction to Business Analytics		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.

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III. Courses required for the major in Marketing Credit
Hours

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

A. Major Requirements

Marketing	4240	Consumer Behavior	3
Marketing	4520	Marketing Research & Analysis	3
Marketing	4450	Advanced Marketing	3

Choose 2 from the following:

Marketing	4230	Integrated Marketing Communication	6
Marketing	4440	Services Marketing	
Marketing	4540	International Marketing	
Marketing	4590	Sustainable Business Practices	
Marketing	4910	Selected Topics in Marketing	
Sales	3310	Professional & Technical Selling	

B. Advanced Business Electives 3000+ level that have not been used to meet any other primary major requirements. 6

Total Hours Required in Section III 21

IV. Free Electives from any college that have not been used to meet any other primary major requirements.
6 of 27 required hours must be 3000+ 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 3000+ 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.
- A maximum of 6 hours at the 1000/2000 level and 3000/4000 level military science may be applied to degrees in the College of Business.
- 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.
- 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.