



**B.S. Business
Major: Marketing
2020-2021 Catalog**

University of Wyoming B.S. Business; Major: Marketing	Cr	Min Grade	Notes
University Studies Requirements			
USP: First Year Seminar	3	C	FYS
USP: Communications I: ENGL 1010: Freshman English	3	C	C1
USP: Communications II	3	C	C2
USP: Communications III Met with MGT 4800		C	C3
USP: US & Wyoming Constitutions	3		V
USP: Human Culture Met with ECON 1010/1020			H
USP: Quantitative MATH 1400		C	Q Prereq: Grade of C or better in Math 0925 or level 3 on the Math Placement Exam or Math ACT of 23 or MATH SAT of 560.
USP: Physical & Natural World	6		PN PN
Credit hours subtotal:			18
Non-Business Electives			
MATH 2350: Business Calculus	4	C	Prereq: Grade of C or better in MATH 1400 or level 4 on the Math Placement Exam or Math ACT of 26 or Math SAT of 620
MATH 2355: Math Applications for Business	4	C	Prereq: Grade of C or better in MATH 1400 or level 4 on the Math Placement Exam or Math ACT of 26 or Math SAT of 620
STAT 2050 or 2070: Statistics	4	C	Prereq: Grade of C or better in MATH 1000, 1400, or equivalent
Non-Business Electives	9		May include MATH 1400
Credit hours subtotal:			21
Common Body of Knowledge			
ACCT 2010: Principles of Accounting I	3	C	Prereq: Sophomore standing and MATH 1400 or level 3 on the Math Placement Exam or Math ACT of 23 or MATH SAT of 560.
ACCT 2020: Principles of Accounting II	3	C	Prereq: ACCT 2010
ECON 1010: Principles of Macroeconomics	3	C	
ECON 1020: Principles of Microeconomics	3	C	
MGT 1040: Legal Environment of Business	3	C	
IMGT 1400: Introduction to Data Analytics	3	C	Prereq: MATH 1400 or level 3 on the Math Placement Exam or Math ACT of 23 or MATH SAT of 560.
FIN 3250: Corporate Finance	3	C	Prereq: ACCT 2010, STAT 2010, 2050, or 2070 and sophomore standing
MGT 3210: Management and Organization	3	C	Prereq: Sophomore standing and completion of COM I

MKT 3210: Introduction to Marketing	3	C	Prereq: Sophomore standing and completion of COM I
DSCI 3210: Intro to Operations & Supply Chain Mgt	3	C	Prereq: IMGT 1400 or equivalent, STAT 2050 or equivalent, MATH 2355 or equivalent, sophomore standing
MGT 4800: Business Strategy and Policy	3	C	Prereq: ACCT 2010, 2020, MGT 1040, DSCI 3210, FIN 3250, MGT 3210, MKT 3210, STAT 2010 or equivalent, advanced business standing, and senior standing. To be taken graduating semester of Senior year.

Credit hours subtotal: 33

Marketing Major			
MKT 4240: Consumer Behavior	3	C	Prereq: MKT 3210, junior class standing
MKT 4520: Marketing Research and Analysis	3	C	Prereq: MKT 3210, junior class standing
MKT 4450: Advanced Marketing Management	3	C	Prereq: MKT 3210, MKT 4520, junior class standing
Marketing Electives: MKT 4230, 4440, 4540, 4590, 4910 or SELL 3310	6	C	
Advanced Business Electives	6	C	Any 3000-level or higher business course not used to meet any other primary major requirements.

Credit hours subtotal: 21

Free Electives			
Free Electives from any college must be 3000-4000 level	6 of 27 hours	27	Have not been used to meet any other requirements.

Credit hours subtotal: 27

B.S. Business Major: total credit total:			120
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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 minimum of 120 hours is required.
- A 2.50 grade point average is required in all College of Business and all University of Wyoming (UW) courses to graduate.
- A grade of C or above required for common body of knowledge and major specific core courses.
- A passing score on the exit exam for College of Business majors.
- 50% of business credit hours must be from UW.
- 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.
- MATH 2200 and 2205 may be substituted for MATH 2350 and 2355
- MATH 1400 may be satisfied with Level 4 of the Math placement exam or ACTE 26+. Students placing out of MATH 1400 will need an additional non-business elective.

University of Wyoming Requirements

- Students must have a minimum cumulative grade point average of 2.0 to graduate.
- Students must complete 42 hours of upper division (3000-level or above) coursework, 30 of which must be from UW.
- Students may not take a course for S/U credit to satisfy any requirement, unless the course is offered for S/U credit only.
- A grade of C or above required for University Studies Program (USP) FY, C1, C2 and C3
- 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.

The University of Wyoming Office of the Registrar provides final approval of degree completion requirements prior to the awarding of any degree.