

# Marketing–Customer Experience Management Concentration, BS



## University of Wyoming, 2015-16

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:				<b>15</b>			

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).
IMGT	2400	Introduction to Information Management *		3		C	
MATH	2350	Business Calculus *		4		C	
Credit hours subtotal:				<b>16</b>			

Sophomore Fall Semester				Hrs	Min	Grade	Notes
MATH	2355	Mathematical Applications for Business *		4		C	
MGT	1040	Legal Environment of Business ***		3		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:				<b>14</b>			

Sophomore Spring Semester				Hrs	Min	Grade	Notes
USP Physical & Natural World				3			PN
USP US & Wyoming Constitutions				3			V
MGT	3210	Management and Organization ***		3		C	
MKT	3210	Introduction to Marketing ***		3		C	
Non-Business Elective				3			
Credit hours subtotal:				<b>15</b>			

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 (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:

A 2.50 grade point average is required in all College of Business courses. • A 2.50 grade point average is required in all UW courses. • 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 - Customer Experience Management Concentration Program Notes:

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

\* Component of Advanced Business Standing.

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Junior Fall Semester			Hrs	Min Grade	Notes
USP Physical & Natural World			3		PN
DSCI	3210	Intro to Operations & Supply Chain Mgmt ***	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:			<b>15</b>		

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:			<b>15</b>		

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:			<b>15</b>		

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:			<b>15</b>		

**TOTAL CREDIT HOURS: 120**

### Marketing - Customer Experience Management Concentration Program Notes con't:

\*\* Requires MATH ACT > 23, MATH SAT > 600, Math Placement Exam > 3, or  $\geq$  C grade in MATH 0925.

\*\*\* 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