

University Studies Program (USP) 2015
THE PROGRAM OF STUDY FOR THE UNDERGRADUATE
MAJOR IN MARKETING

Marketing includes all business activities necessary for the transfer of ownership of goods and services and to provide for their physical distribution. Marketing embraces a wide area of highly specialized and technical occupations such as merchandising and consumer and product research as well as general fields such as retailing, advertising, and professional selling. The program is designed to provide the student the opportunity to major in Marketing and at the same time, to create a concentration in one of the following areas: Customer Experience Management, Professional Sales, Supply Chain Management, or Sustainability & Global Markets.

Cumulative and College, Advanced Business Standing and Graduation GPA Requirements: 2.50 GPA, USP 2015

<u>I. University Studies Requirements and Non-business Requirements</u>				<u>Credit Hours</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 ACTE 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 elective	____ / ____ / ____	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. It is the student's responsibility to be certain that prerequisite courses are successfully completed prior to course registration.

Accounting	1010*	Principles of Accounting I	3
Accounting	1020*	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	2400*	Introduction to Information Management	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	3
Total Hours Required in Section II			33

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III. Courses required for a major in Marketing (24 hours total from IIIA & IIIB & IIIC—concentration dependent) Credit Hours

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

A. Ethics Requirement (choose only one) **3**

Management	3110	Business Ethics	
OR Marketing	3110	Marketing Ethics	
OR International Business	3110	Global Business Ethics	

B. Marketing Core Requirements **9**

Marketing	4240	Consumer Behavior	3
Marketing	4520	Marketing Research and Analysis	3
Marketing	4450	Advanced Marketing Management	3

C3† 3

C. Concentration Requirements (Select only one concentration; NOT interchangeable) **12**

Sustainability & Global Markets	12
MKT 4540 International Marketing	3
MKT 4590 Sustainable Bus Practices	3
MKT 4600 Campus Sustainability	3
ECON 2400 Economics of the Environment	3
<i>See NOTE in Section IV</i>	
OR	
INBU 4570 Global Business Issues	
Suggested Concentration Electives:	
ECON 2400 Economics of the Environment	
OR	
INBU 4570 Global Business Issues	
MKT 4910 Topics in Marketing	
AMST 4051 Environmental Politics	
Environment & Natural Resources courses	

Customer Experience Management	12
MGT 3410 Human Resource Mgt	3
MKT 3310 Prof & Technical Selling	3
MKT 4230 Integrated Mktg Communication	3
MKT 4590 Sustainable Business Practices	3
Suggested Concentration Electives:	
ECON 1400 Sports Economics	
ECON 2100 Intro to Money & Banking	
AMST 4300 Am Culture & the Public Sector	
AMST 3100 Food in American Culture	
COJO 2090 Persuasion	
COJO 3310 Public Relations	
COJO 3300 Advertising in the Media	
COJO 4300 Advertising Campaigns	

Professional Sales	12
MKT 3310 Prof & Technical Selling	3
MKT 4310 Advanced Selling	3
MKT 4320 Sales Force Strategies	3
MKT 4330 Sales Seminar	3
Suggested Concentration Electives:	
DSCI 4230 Purchasing & Supply Mgt	
DSCI 4250 Revenue Management	
DSCI 4280 Supply Chain Management	
MKT 4230 Integrated Mktg Communication	
MKT 4590 Sustainable Business Practices	
MKT 4910 Topics in Marketing	
COJO 2090 Persuasion	

Supply Chain Management	12
DSCI 4230 Purchasing & Supply Mgt	3
DSCI 4240 Computer Apps in DSCI	3
DSCI 4270 Logistics	3
DSCI 4280 Supply Chain Management	3
Suggested Concentration Electives:	
DSCI 4250 Revenue Management	
DSCI 4260 Project Management	
INBU 4570 Global Business Issues	
MGT 4340 Law for Managers	
MKT 4540 International Marketing	
MKT 4590 Sustainable Bus Practices	
MKT 4910 Topics in Marketing	

Total Hours Required in Section III **24**

IV. Free Electives from any college

3 of 24 required hours must be 3000 or 4000, junior/senior-level courses.

NOTE: If ECON 2400 is used in Sustainability & Global Markets Concentration then 6 of 24 required hours must be 3000 or 4000, junior/senior-level courses.

See suggested concentration electives above.

Total Hours Required in Section IV **24**

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 of junior/senior-level courses. 30 of the 42 hours must be earned from UW.
- 2.50 grade point average in all College of Business courses.
- 2.50 grade point average in all institution (UW) courses.
- 50% of the business credit hours must be from the University of Wyoming.
- Grade of C (C- not acceptable) or above required for University Studies Program: FY, C1, C2, C3
- Grade of C (C- not acceptable) or **above** required for common body of knowledge and major specific core courses.
- A maximum of 6 hours each at the freshman/sophomore and junior/senior-level military science may be applied to degrees in the College of Business.
- Grade of C (C- not acceptable) or above in MGT 4800 and a passing score on the ETS standardized test for COB majors.
- Students may not take a minor in the same area as their concentration.

†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.