



UNIVERSITY OF WYOMING

CONCURRENT DEGREE PROGRAM

Double Impact!

**B.S.B.
MARKETING**



**Concurrent Major
APPLIED
COMPUTING**

BENEFITS

Dual Expertise

Gain both business strategy and technical fluency, making you fluent in the language of marketing & data.

Data-Driven Decisions

Learn to analyze and visualize consumer & business data to guide marketing strategies.

Strategic Leadership

Integrate marketing strategy with technical tools to inform executive decisions.

Future-proof your Career

Prepare for automation, AI, & digital transformation in marketing.

Computing + Creativity

Combine digital marketing tools with coding & data analysis to create powerful campaigns.

CAREERS

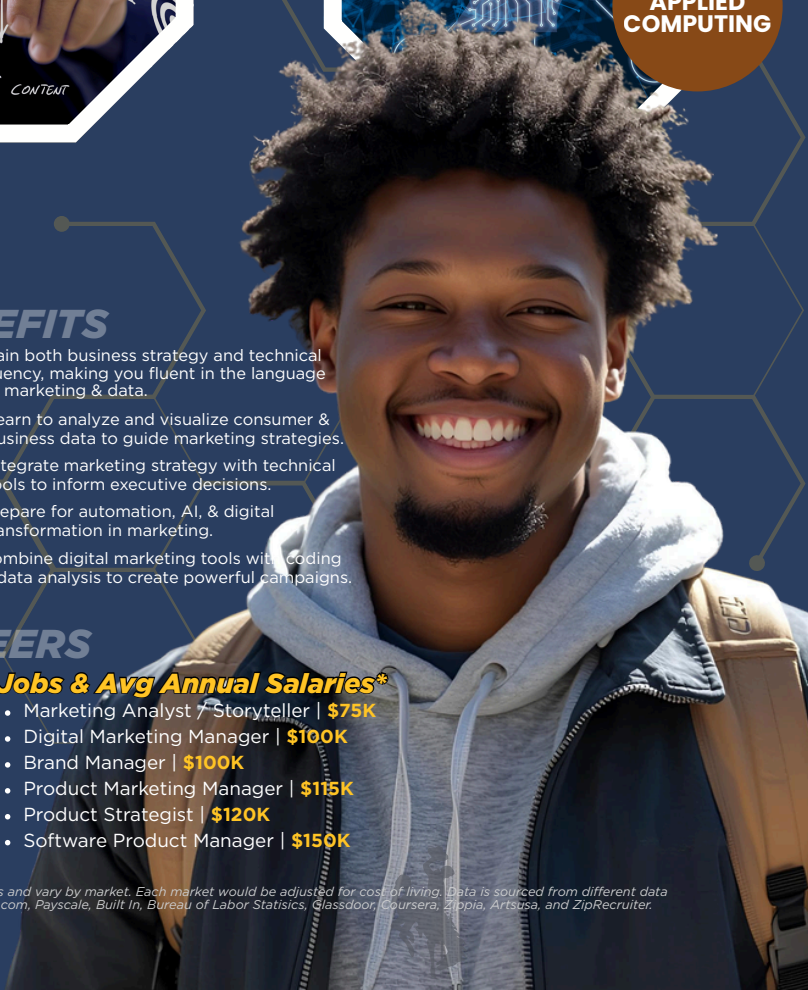
Skills

- Data Storytelling
- Data Visualizations
- Marketing Analytics
- SEO/SEM Optimization
- Process Automation
- Business Intel & Modeling
- AI & Digital Tools

Jobs & Avg Annual Salaries*

- Marketing Analyst | **\$75K**
- Digital Marketing Manager | **\$100K**
- Brand Manager | **\$100K**
- Product Marketing Manager | **\$115K**
- Product Strategist | **\$120K**
- Software Product Manager | **\$150K**

* US Average Salaries are estimates and vary by market. Each market would be adjusted for cost of living. Data is sourced from different data sources, including: Indeed, Salary.com, Payscale, Built In, Bureau of Labor Statistics, Glassdoor, Coursera, Zippia, Artsusa, and ZipRecruiter.





Turn Domain Expertise into Digital Mastery
 Complete 2 Majors in 4 Years for 1 Tuition Fee
 Amplify Your Future with Computing

**B.S.B. in Marketing &
 Concurrent MAJOR in Applied Computing
 DEGREE PLAN***

<p>SEMESTER 1</p> <ul style="list-style-type: none"> • Saddle Up 1 cr. • Computing COMP 2000, 3cr. • Economics ECON 1010, 3 cr. • Math MATH 1400, 3 cr. • English ENGL 1010, 3 cr. • Marketing MKT 2100, 3 cr. 	<p>SEMESTER 2</p> <ul style="list-style-type: none"> • Computing COMP 2400, 3cr. • Computing COMP 3000, 3cr. • Math/Calculus, 4 cr. • Economics ECON 1020, 3 cr. • Management MGT 2100, 3 cr.
<p>SEMESTER 3</p> <ul style="list-style-type: none"> • Prof. & Tech. Selling, SELL 3310 3cr. • Accounting ACCT 2010, 3 cr. • Info. Management, IMGT 2400, 3 cr. • Math/Calculus, 3 cr. • Management MGT 2010, 3 cr. 	<p>SEMESTER 4</p> <ul style="list-style-type: none"> • Computing COMP 3250, 3cr. • Statistics STAT 2050, 4 cr. • Supply Chain, DSCI 2100, 3cr. • Accounting ACCT 2020, 3 cr. • Finance FIN 2100, 3 cr.
<p>SEMESTER 5</p> <ul style="list-style-type: none"> • Marketing MKT 4240, 3 cr. • GIST GIST 2310, 4 cr. • Info. Management, IMGT 4500, 3 cr. • Marketing MKT Electives, 3 cr. 	<p>SEMESTER 6</p> <ul style="list-style-type: none"> • Computing COMP 3300, 3cr. • Marketing MKT 4520, 3 cr. • Computing COMP 4051, 1cr. • USP PN, 4 cr. • Marketing Elective, 3 cr.
<p>SEMESTER 7</p> <ul style="list-style-type: none"> • Computing Experiential Learning, 3 cr. • Marketing Elective, 3 cr. • Computing Elective, 3 cr. • Unrestricted Elective, 3 cr. • USP PN, 4 cr. 	<p>SEMESTER 8</p> <ul style="list-style-type: none"> • Bus. Strategy MGT 4800 & BUSN 4990, 3 cr. • GIST GIST 4410, 1 cr. • GIST GIST 4430, 1 cr. • Marketing MKT 4450, 3 cr. • Unrestricted elective, 3 cr. • USP V, 3 cr.

*This is not a set schedule, as both MKT and COMP course offerings vary each semester

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