Catalog: 2026-2027 University of Wyoming
Catalog Program: Marketing, B.S.B..

Express Transfer Agreement (ETA) with
Central Wyoming College

Marketing, B.S.B.

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

Degree Requirements - Total Credits: 120

- As per University Graduation Requirements, a student must complete their degree with 120 overall credits, 42 of which must be upper-division.
- 50% of the business credit hours must be from the University of Wyoming.
- Students must earn a grade of C or better in all Common Body of Knowledge, Major Specific Core, and Major courses.
- Students must have a minimum 2.5 cumulative GPA from the University of Wyoming. Students must have a minimum 2.5
- GPA in all College of Business coursework.
- Students must meet all graduation requirements for the College of Business.

University Studies Program

This degree requires that The University Studies Program 2015 requirements are met before graduation. Some of the courses required for this major fulfill USP requirements, but not all. Students should check their degree evaluations and consult with their assigned academic advisor to discuss their specific course plan.

Course Name	Credits	UW Course in Major	AA/AS/AB/ADN satisfies this USP
C 1-Communication 1 (COM1)	3		X
C 2-Communication 2 (COM2)	3		X
C 3-Communication 3 (COM3)	3	MGT 4800 (Must be completed at UW)	
Q-Quantitative Reasoning (Q)	3		X
PN-Physical and Natural World (1) (PN)	3		X
PN-Physical and Natural World (2) (PN)	3		X
H-Human Culture (1) (H)	3		X
H-Human Culture (2) (H)	3		X
V-US & WY Constitution (V)	3		X
FYS or USP Elective-Any 3-credit hour of FYS or 3-credit hours of USP electives	3		X

Note: FYS courses have been paused. 3 hours from any additional USP designated courses is still required.

Common Body of Knowledge:

Course Name	Credits	Central Wyoming College	Sequencing at CWC
ACCT 2010-Principles of Accounting I	3	ACCT 2010 Principles of Accounting I	Fall 1st Year
ACCT 2020-Principles of Accounting II	3	ACCT 2010 Principles of Accounting I	Spring 1st Year
DSCI 2100-Introduction to Operations and Supply Chain Management	3		
AGEC/ECON 1010-Principles of Macroeconomics USP 2015 Code U5H	3	ECON 1010 Microeconomics	Fall 2nd Year
AGEC/ECON 1020-Principles of Microeconomics USP 2015 Code U5H	3	ECON 1020 Macroeconomics	Spring 2nd Year
FIN 2100-Principles of Finance	3		
MGT 2010-Legal Environment of Business	3	BADM 2010 Legal Environment of Business	Fall 2nd Year
IMGT 2400-Introduction to Information Management	3	IMGT 2400 Intro to Information Management	Spring 1st Year
MGT 2100-Management and Organizations	3	MGT 3210 Management and Organizations	Spring 2nd Year
MKT 2100-Introduction to Marketing	3	MKT 3210 Principles of Marketing	Spring 2nd Year

Course Name	Credits	Must be taken at UW
MGT 4800-Business Strategy and Policy C3	3	X
BUSN 4990-Senior Exit Exam	0	X

Major Specific Courses

Math and Statistics Core

Course Name	Credits	Central Wyoming College	Sequencing at CWC
MATH 2350-Business Calculus Q OR MATH 2200-Calculus I Q	4	MATH 2350 Business Calculus MATH 2200 Calculus I	Fall 2nd Year
MATH 2355-Math Applications for Business OR MATH 2205-Calculus II Q	4	MATH 2355 Mathematical Applications for Business MATH 2205 Calculus II	Spring 2nd Year
STAT 2050-Fundamentals of Statistics Q OR SOC/STAT 2070-Introductory Statistics for the Social Sciences Q	4	STAT 2050 Fundamentals of Statistics	Spring 1st Year

Marketing Core

Course Name	Credits	Must be taken at UW
MKT 4240-Consumer Behavior	3	X
MKT 4450-Advanced Marketing Management C3	3	X
MKT 4520-Marketing Research and Analysis	3	X
SELL 3310-Professional Selling C2	3	X

Digital Marketing Focus 9credits

Course Name	Credits	Must be taken at UW
MKT 4230-Integrated Marketing Communication	3	X
MKT 4250-Digital Marketing	3	X
MKT 4560-Advanced Digital Marketing	3	X

Professional Selling Focus 9credits

Course Name	Credits	Must be taken at UW
SELL 4310-Advanced Selling	3	X
SELL 4330-Selling for Impact	3	X

Choose one (1) of the following:

Course Name	Credits	Must be taken at UW
SELL 4340-Professional Sports Sale	3	X
SELL 4910-Topics in Professional Selling	3	X
MGT 4470-Negotiations and Conflict Resolution	3	X

General Marketing Focus 9credits

Choose two (2) of the following:

Course Name	Credits	Must be taken at UW
MKT 4230-Integrated Marketing Communication	3	X
MKT 4250-Digital Marketing	3	X
MKT 4440-Services Marketing	3	X
MKT 4460-Advanced Digital Marketing	3	X
MKT 4540-International Marketing	3	X
MKT 4590-Sustainable Business Practices	3	X
SELL 4310-Advanced Selling	3	X
SELL 4330-Selling for Impact	3	X

AND

Upper-Division Business Elective: Credits: 3

Any business course at a 3000+ level that has not been used to meet any other primary major requirement. Credits: 3

Free Electives from Any College

Courses from any college at any level that have not been used to meet any other primary major requirement.

Course Name	Credits	Central Wyoming College	Sequencing at CWC
Free Electives			

Additional Information

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.

1) Digital Marketing Focus- The Digital Marketing specialization at the University of Wyoming prepares students to develop, execute, and measure effective marketing strategies across digital channels. This program combines foundational marketing knowledge with hands-on experience in the latest digital marketing tools, including SEO, SEM, social media, content marketing, email marketing, digital and social advertising, and data analytics. Students will be equipped to pursue careers in marketing agencies, corporate marketing departments, and entrepreneurial venture

2) The Professional Selling Focus- prepares students to manage business clients of for-profit and nonprofit organizations. Specifically, this focus provides business students with coursework and opportunities to equip themselves with essential knowledge and skills required to begin professional careers in sales. Careers in sales offer independence, ample financial reward, personal growth and opportunities for rapid advancement within organizations. Students that pursue a degree in marketing with a focus in professional sales will be challenged with industry engagement opportunities such as internships, and sales competitions. Students experience rigorous classroom experiences designed to develop the knowledge and practical skills needed to succeed during the first years of their sales careers including: oral and written communication skills, selling techniques and networking, the use of sales enabling technology and customer information, and sales pipeline management.

3) General Marketing Focus- This focus area prepares students to conduct a wide range of marketing activities across various types of organizations, including for-profit, nonprofit, and government entities. Emphasizing flexibility, the curriculum allows students to tailor their studies while developing critical problem-solving and interpersonal skills. With a strong foundation in marketing strategies, students will be equipped to help organizations achieve competitive advantage and meet business challenges. Graduates will have the versatility to pursue diverse career paths or consult on marketing issues in any industry.

The Marketing major is available to students as an online degree completion program with a General Marketing Focus.

Notes:

COURSE SUBSTITUTIONS: WyoTAGs reflect published equivalencies. UW academic departments occasionally arrange for course substitutions when indirect equivalencies exist. Please contact your UW Academic Advisor for details.

EFFECTIVE DATE: This document is in effect as of the 2026-2027 catalog year; it reflects the published UW curriculum as of that date. Any changes to the UW curriculum or the WYCC course equivalents will require this document to be updated. To request an updated document, faculty should contact transfer@uwyo.edu via email.

Central Wyoming College Business Administration, A.S. Requirements:

First Year at CWC: Fall Semester

Course Name	Credits
ACCT 2010 Principles of Accounting I	4
ENGL 1010 English Composition I	3
MATH 1400 College Algebra	4
GENED AH: ARTS/HUM Gened Req	3
UNST 1005: Student Success Course	1

First Year at CWC: Spring Semester

Course Name	Credits
ACCT 2010 Principles of Accounting I	3
BADM 1020 Business Communications	3
POLS 1000 American & Wyoming Government	3
IMGT 2400 Intro to Information Management	3
STAT 2050 Fundamentals of Statistics	4

Second Year at CWC: Fall Semester

Course Name	Credits
ECON 1010 Microeconomics	3
MATH 2350 Business Calculus	4
GENED LSCI: LSCI General Education Req	4
BADM 2010 Legal Environment of Business	3

Second Year at CWC: Spring Semester

Course Name	Credits
ECON 1020 Macroeconomics	3
MKT 3210 Principles of Marketing	3
MATH 2355 Mathematical Applications for Business	4
MGT 3210 Management and Organizations	3
COMM 2010 Public Speaking	3