

Flowchart

# Marketing

Fall 2023 Incoming Students

# Marketing Prereqs

Complete before application deadline.

<b>IS 201</b> ♦ Intro to Management Information Systems FWSpSu 3.0	<b>MKTG 201</b> ♦ Marketing Management FWSpSu 3.0	<b>CHOICE OF PREREQ*</b> ♦ ACC 200, ECON 110, FIN 201, GSCM 201 & 211, or STAT 121 (varies) 3.0
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\* Highest average grade of any three credit hours will be used for application purposes only. Remaining required courses must be completed before or after admittance.

# Precore Courses

May be taken before or after admittance.

<b>ACC 200</b> Principles of Accounting FWSpSu 3.0	<b>ECON 110</b> Economic Principles & Problems FWSpSu 3.0	<b>FIN 201</b> Principles of Finance FWSp 3.0	<b>GSCM 201</b> Intro to Global Supply Chain Management F <sup>1</sup> F <sup>2</sup> W <sup>1</sup> W <sup>2</sup> Sp 1.5
<b>GSCM 211</b> Global Supply Chain Management F <sup>1</sup> F <sup>2</sup> W <sup>1</sup> W <sup>2</sup> Sp 1.5	<b>IS 110</b> Spreadsheet Skills & Business Analysis FWSpSu 1.0	<b>M COM 320</b> Management Communication FWSpSu 3.0	<b>STAT 121</b> Principles of Statistics FWSpSu 3.0
<b>MSB 180</b> Business Career Lecture Series FW 1.0			

# Marketing Core

**Complete after admittance.**

*Complete junior year, fall courses.*

<b>MKTG 326</b> Career Development & Student Mentoring F 1.0	<b>MKTG 401</b> Marketing Research F 3.0	<b>MKTG 402</b> Consumer Behavior F 3.0	<b>MKTG 403</b> Advertising & Promotion Management F 3.0
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<b>MSB 325</b> Introductory Business Analytics F 3.0
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*Complete junior capstone.*

<b>MKTG 429</b> Marketing Strategy W 3.0
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*Complete after junior year.*

<b>Internship</b>
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# Additional Courses

**May be taken before or after admittance.**

<b>MKTG 380</b> Marketing Executive Lecture Series F 1.0
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*Complete one lecture series.*

<b>ENT 381</b> Entrepreneurship Lecture Series FW 1.0
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<b>ENT 382</b> Technology Entrepreneurship Lecture Series FW 1.0
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<b>MSB 380</b> Executive Lecture Series FW 1.0
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<b>MSB 381R</b> Social Innovation Lecture Series FW 1.0
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Complete one course.

<b>ACC 241</b> Business Law in the Environment	<input type="checkbox"/>	<b>ENT 302</b> Legal Issues in Entrepreneurship	<input type="checkbox"/>
FWSpSu	3.0	FW	3.0

Complete after admittance.

<b>HRM 391</b> Organizational Effectiveness	<input type="checkbox"/>	<b>MSB 390</b> Ethics for Management	<input type="checkbox"/>	<b>STRAT 392</b> Strategy & Economics	<input type="checkbox"/>
FWSu	3.0	FWSp	3.0	FWSpSu	3.0

## Electives

Complete after admittance.

Complete three approved marketing electives.

<b>Elective 1</b> See progress report or academic advisor for elective options	<input type="checkbox"/>	<b>Elective 2</b> See progress report or academic advisor for elective options	<input type="checkbox"/>	<b>Elective 3</b> See progress report or academic advisor for elective options	<input type="checkbox"/>
	3.0		3.0		3.0

## Before Graduating

Complete exit survey at [marriott.byu.edu/exitsurvey](http://marriott.byu.edu/exitsurvey)

<b>Exit Survey</b>	<input type="checkbox"/>
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### Graduation Requirements

**GPA** Major: 2.25 Overall: 2.0 **Credit Hours** Major: 64.0 Total: 120.0