

Flowchart

Marketing

Fall 2022 Incoming Students

Marketing Prereqs

Complete before application deadline.

IS 201 ✦ Intro to Management Information Systems FWSpSu 3.0	MKTG 201 ✦ Marketing Management FWSpSu 3.0	CHOICE OF PREREQ ✦ 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.

ACC 200 Principles of Accounting FWSpSu 3.0	ECON 110 Economic Principles & Problems FWSpSu 3.0	FIN 201 Principles of Finance FWSp 3.0	GSCM 201 Intro to Global Supply Chain Management F ¹ F ² W ¹ W ² SpSu 1.5
GSCM 211 Global Supply Chain Management F ¹ F ² W ¹ W ² SpSu 1.5	IS 110 Spreadsheet Skills & Business Analysis FWSp 1.0	M COM 320 Management Communication FWSpSu 3.0	STAT 121 Principles of Statistics FWSpSu 3.0
MSB 180 Business Career Lecture Series FW 1.0	MSB 326 ✦ Career Development & Student Mentoring W 1.0		

Marketing Core

Complete after admittance.

Complete junior year, fall courses.

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

MKTG 429 Marketing Strategy W 3.0
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Complete after junior year.

Internship

Additional Courses

May be taken before or after admittance.

MKTG 380 Marketing Executive Lecture Series F 1.0
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Complete one lecture series.

ENT 381 Entrepreneurship Lecture Series FW 1.0

ENT 382 Technology Entrepreneurship Lecture Series FW 1.0
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MSB 380 Executive Lecture Series FWSp 1.0
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MSB 381R Social Innovation Lecture Series FW 1.0

-- Not required

◆ Course repeats discounted .3 for admissions only

✘ Can replace MKTG 326



Complete one course.

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

Complete after admittance.

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

Electives

Complete after admittance.

Complete three approved marketing electives.

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

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

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