

Flowchart

Marketing

Fall 2026 Incoming Students

Marketing Prereqs

Complete before application deadline.

IS 201 ♦ Intro to Management Information Systems FWSpSu 3.0	MKTG 201 ♦ Marketing Management FWSp 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.

Precore Courses

May be taken before or after admittance.

IS 110 Spreadsheet Skills & Business Analysis FWSpSu 1.0	STAT 121 Principles of Statistics FWSp 3.0	MSB 490R Intro to Business and AI FW 1.0
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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 year, winter course.

Complete after junior year.

MKTG 429 Marketing Strategy	
W	3.0

Internship

Complete senior year, fall course.

MKTG 380 Marketing Executive Lecture Series	
F	1.0

Additional 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'W'Sp	1.5

GSCM 211 Global Supply Chain Management	
F ² W ² Sp	1.5

M COM 320 Management Communication	
FWSpSu	3.0

Complete one lecture series.

ENT 381 Entrepreneurship Lecture Series	
FW	1.0

ENT 382 Technology Entrepreneurship Lecture Series	
FW	1.0

GCI 381R Social Impact Lecture Series	
FW	1.0

MSB 380 Executive Lecture Series	
FW	1.0



Complete one course.

ACC 241 Business Law in the Environment	☐	ENT 302 Legal Issues in Entrepreneurship	☐
FWSpSu	3.0	FWSp	3.0

Complete after admittance.

HRM 391 Organizational Effectiveness	☐	PSE 390 Ethics for Management	☐	STRAT 392 Strategy & Economics	☐
FWSu	3.0	FWSp	3.0	FWSpSu	3.0

Electives

Complete after admittance.

Complete three approved marketing electives.

Elective 1 See progress report or academic advisor for elective options	☐	Elective 2 See progress report or academic advisor for elective options	☐	Elective 3 See progress report or academic advisor for elective options	☐
	3.0		3.0		3.0

Before Graduating

Complete exit survey at marriott.byu.edu/exitsurvey

Exit Survey	☐
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Graduation Requirements

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