

Flowchart

# Marketing

Fall 2020 Incoming Students

# Marketing Prereqs

Complete before application deadline.

<b>ACC 200</b> ✦ <input type="checkbox"/> Principles of Accounting FWSp 3.0	<b>FIN 201</b> ✦ <input type="checkbox"/> Principles of Finance FWSp 3.0	<b>IS 201</b> ✦ <input type="checkbox"/> Intro to Management Information Systems FWSpSu 3.0	<b>MKTG 201</b> ✦ <input type="checkbox"/> Marketing Management FWSpSu 3.0
<b>MSB 180</b> <input type="checkbox"/> Business Career Lecture Series FW 1.0	<b>MSB 326</b> ✕ <input type="checkbox"/> Career Development & Student Mentoring W 1.0		

# Suggested Precore Courses

May be taken before or after admittance.

<b>IS 110</b> <input type="checkbox"/> Spreadsheet Skills & Business Analysis FWSp 1.0	<b>M COM 320</b> <input type="checkbox"/> Communication in Organizational Settings FWSpSu 3.0	<b>STAT 121</b> <input type="checkbox"/> Principles of Statistics FWSpSu 3.0
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# Marketing Core

Complete after admittance.

Complete junior year, fall envelope.

<b>MKTG 326</b> <input type="checkbox"/> Career Development & Student Mentoring F 1.0	<b>MKTG 401</b> <input type="checkbox"/> Marketing Research F 3.0	<b>MKTG 402</b> <input type="checkbox"/> Consumer Behavior F 3.0	<b>MKTG 403</b> <input type="checkbox"/> Advertising & Promotion Management F 3.0
<b>MSB 325</b> <input type="checkbox"/> Introductory Business Analytics F 3.0			

Complete junior captsons.

<b>MKTG 429</b> Marketing Strategy	<input type="checkbox"/>
W	3.0

Complete after junior year.

<b>Internship</b>	<input type="checkbox"/>
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## Additional Courses

May be taken before or after admittance.

<b>ECON 110</b> Economic Principles & Problems	<input type="checkbox"/>
FWSpSu	3.0

<b>GSCM 305</b> Intro to Global Supply Chain Management	<input type="checkbox"/>
F <sup>1</sup> F <sup>2</sup> W <sup>1</sup> W <sup>2</sup> SpSu	1.5

<b>GSCM 310</b> Global Supply Chain Management	<input type="checkbox"/>
F <sup>1</sup> F <sup>2</sup> W <sup>1</sup> W <sup>2</sup> SpSu	1.5

<b>MKTG 380</b> Marketing Executive Lecture Series	<input type="checkbox"/>
W	1.0

Complete one lecture series.

<b>ENT 381</b> Entrepreneurship Lecture Series	<input type="checkbox"/>
FW	1.0

<b>ENT 382</b> Technology Entrepreneurship Lecture Series	<input type="checkbox"/>
FW	1.0

<b>MSB 380</b> Executive Lecture Series	<input type="checkbox"/>
FWSp	1.0

<b>MSB 381R</b> Social Innovation Lecture Series	<input type="checkbox"/>
FW	1.0

Complete one course.

<b>ACC 241</b> Business Law in the Environment	<input type="checkbox"/>
FWSpSu	3.0

<b>ENT 302</b> Legal Issues in Entrepreneurship	<input type="checkbox"/>
FW	3.0

---- Not required   ♦ Course repeats discounted .3 for admissions only

✘ Can replace MKTG 326



## Complete after admittance.

<b>HRM 391</b>	<input type="checkbox"/>
Organizational Effectiveness	
FWSu	3.0

<b>MSB 390</b>	<input type="checkbox"/>
Ethics for Management	
FWSp	3.0

<b>STRAT 392</b>	<input type="checkbox"/>
Strategy & Economics	
FWSp	3.0

# Electives

## Complete after admittance.

Complete three of the following courses.

<b>GSCM 411</b>	<input type="checkbox"/>
Global Business Negotiations	
W	3.0

<b>MKTG 411</b>	<input type="checkbox"/>
Marketing Analytics	
W	3.0

<b>MKTG 412</b>	<input type="checkbox"/>
Professional Selling & Sales Management	
FW	3.0

<b>MKTG 414</b>	<input type="checkbox"/>
Entrepreneurial Marketing	
FW	3.0

<b>MKTG 415</b>	<input type="checkbox"/>
Internet Marketing of Products & Services	
FW	3.0

<b>MKTG 416</b>	<input type="checkbox"/>
International Marketing	
FW	3.0

<b>MKTG 417</b>	<input type="checkbox"/>
Creativity & Design in Marketing	
W	3.0

<b>MKTG 585R</b>	<input type="checkbox"/>
Pre-PhD Marketing Seminar	
FW	3.0

# Before Graduating

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