

Flowchart

Marketing

Fall 2021 Incoming Students

Marketing Prereqs

Complete before application deadline.

IS 201 ✦	<input type="checkbox"/>	MKTG 201 ✦	<input type="checkbox"/>
Intro to Management Information Systems		Marketing Management	
FWSpSu	3.0	FWSpSu	3.0

Complete at least three credit hours to meet prereq requirement.*

ACC 200	<input type="checkbox"/>	ECON 110	<input type="checkbox"/>	FIN 201	<input type="checkbox"/>	GSCM 305	<input type="checkbox"/>
Principles of Accounting		Economic Principles & Problems		Principles of Finance		Intro to Global Supply Chain Management	
FWSpSu	3.0	FWSpSu	3.0	FWSp	3.0	F ¹ F ² W ¹ W ² SpSu	1.5
GSCM 310	<input type="checkbox"/>	STAT 121	<input type="checkbox"/>				
Global Supply Chain Management		Principles of Statistics					
F ¹ F ² W ¹ W ² SpSu	1.5	FWSpSu	3.0				

* 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.

Suggested Precore Courses

May be taken before or after admittance.

IS 110	<input type="checkbox"/>	M COM 320	<input type="checkbox"/>	MSB 180	<input type="checkbox"/>	MSB 326 ✦	<input type="checkbox"/>
Spreadsheet Skills & Business Analysis		Communication in Organizational Settings		Business Career Lecture Series		Career Development & Student Mentoring	
FWSp	1.0	FWSpSu	3.0	FW	1.0	W	1.0

Marketing Core

Complete after admittance.

Complete junior year, fall envelope.

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

Complete junior capstone.

Complete after junior year.

MKTG 429 Marketing Strategy W 3.0	<input type="checkbox"/>
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Internship	<input type="checkbox"/>
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Additional Courses

May be taken before or after admittance.

MKTG 380 Marketing Executive Lecture Series W 1.0	<input type="checkbox"/>
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Complete one lecture series.

ENT 381 Entrepreneurship Lecture Series FW 1.0	<input type="checkbox"/>
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ENT 382 Technology Entrepreneurship Lecture Series FW 1.0	<input type="checkbox"/>
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MSB 380 Executive Lecture Series FWSp 1.0	<input type="checkbox"/>
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MSB 381R Social Innovation Lecture Series FW 1.0	<input type="checkbox"/>
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---- Recommended, 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 ● <input type="checkbox"/>	Elective 2 ● <input type="checkbox"/>	Elective 3 ● <input type="checkbox"/>
See MyMap or academic advisor for elective options	See MyMap or academic advisor for elective options	See MyMap or academic advisor for elective options
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

- Will not double count for capstone/electives