

Flowchart

Marketing

Fall 2019 Incoming Students

Marketing Prereqs

Complete before application deadline.

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

Suggested Precore Courses

May be taken before or after admittance.

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

Complete after admittance.

Complete junior year, fall envelope.

MKTG 326 <input type="checkbox"/> Career Development & Student Mentoring F 1.0	MKTG 401 <input type="checkbox"/> Marketing Research F 3.0	MKTG 402 <input type="checkbox"/> Consumer Behavior F 3.0	MKTG 403 <input type="checkbox"/> Advertising & Promotion Management F 3.0
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Complete junior captsons.

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

Complete after junior year.

Internship

Additional Courses

May be taken before or after admittance.

ECON 110 Economic Principles & Problems FWSpSu 3.0	GSCM 305 Intro to Global Supply Chain Management F ¹ F ² W ¹ W ² SpSu 1.5	GSCM 310 Global Supply Chain Management F ¹ F ² W ¹ W ² SpSu 1.5	MATH 118 Finite Mathematics FWSpSu 3.0
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Complete one math course.

MATH 112 Calculus 1 FWSpSu 4.0	MATH 116 Essentials of Calculus F ¹ F ² W ¹ W ² SpSu 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	MSB 380 Executive Lecture Series FWSp 1.0	MSB 381R Social Innovation Lecture Series FW 1.0
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Complete one course.

ACC 241 Business Law in the Environment FWSpSu 3.0	ENT 302 Legal Issues in Entrepreneurship FWSp 3.0
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---- Not required ♦ Course repeats discounted .3 for admissions only

✘ Can replace MKTG 326



Complete after admittance.

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

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

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

Electives

Complete after admittance.

Complete three of the following courses.

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

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

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

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

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

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