

Flowchart

# Marketing

Fall 2024 Incoming Students

# Marketing Prereqs

Complete before application deadline.

<b>IS 201</b> ♦ Intro to Management Information Systems FWSpSu 3.0	<b>MKTG 201</b> ♦ Marketing Management FWSpSu 3.0	<b>CHOICE OF PREREQ*</b> ♦ 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.

<b>IS 110</b> Spreadsheet Skills & Business Analysis FWSpSu 1.0	<b>STAT 121</b> Principles of Statistics FWSpSu 3.0	<b>MSB 180</b> Business Career Lecture Series FW 1.0
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# Marketing Core

Complete after admittance.

Complete junior year, fall courses.

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

Complete after junior year.

<b>MKTG 429</b>	
Marketing Strategy	
W	3.0

<b>Internship</b>
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Complete senior year, fall course.

<b>MKTG 380</b>	
Marketing Executive Lecture Series	
F	1.0

## Additional Courses

May be taken before or after admittance.

<b>ACC 200</b>	
Principles of Accounting	
FWSpSu	3.0

<b>ECON 110</b>	
Economic Principles & Problems	
FWSpSu	3.0

<b>FIN 201</b>	
Principles of Finance	
FWSp	3.0

<b>GSCM 201</b>	
Intro to Global Supply Chain Management	
F <sup>1</sup> F <sup>2</sup> W <sup>1</sup> W <sup>2</sup> Sp	1.5

<b>GSCM 211</b>	
Global Supply Chain Management	
F <sup>1</sup> F <sup>2</sup> W <sup>1</sup> W <sup>2</sup> Sp	1.5

<b>M COM 320</b>	
Management Communication	
FWSpSu	3.0

Complete one lecture series.

<b>ENT 381</b>	
Entrepreneurship Lecture Series	
FW	1.0

<b>ENT 382</b>	
Technology Entrepreneurship Lecture Series	
FW	1.0

<b>MSB 380</b>	
Executive Lecture Series	
FW	1.0

<b>MSB 381R</b>	
Social Innovation Lecture Series	
FW	1.0



Complete one course.

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

Complete after admittance.

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

## Electives

Complete after admittance.

Complete three approved marketing electives.

<b>Elective 1</b> See progress report or academic advisor for elective options	<input type="checkbox"/>	<b>Elective 2</b> See progress report or academic advisor for elective options	<input type="checkbox"/>	<b>Elective 3</b> 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](http://marriott.byu.edu/exitsurvey)

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

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