

Fall 2024 Incoming Students



Marketing Prereqs

Complete before application deadline.

IS 201 Intro to Manag ment Informati Systems		MKTG 201 Marketing Management		CHOICE OF PREREQ* * ACC 200, ECON 110, FIN 201, GSCM 201 & 211, or STAT 121	
FWSpSu	3.0	FWSpSu	3.0	(varies)	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.

Precore Courses

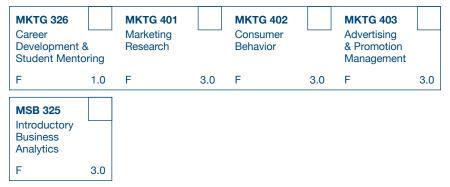
May be taken before or after admittance.

IS 110		STAT 121		MSB 180
Spreadsheet Skills & Busines Analysis	ss	Principles of Statistics		Business Career - 1 Lecture Series
FWSpSu	1.0	FWSpSu	3.0	FW 1.0

Marketing Core

Complete after admittance.

Complete junior year, fall courses.



Complete junior capstone.



Complete senior year, fall course.



Additional Courses

May be taken before or after admittance.



Complete one lecture series.

ENT 381 Entrepreneurship Lecture Series	C	ENT 382 Technology Entrepreneursh Lecture Series	ip	MSB 380 Executive Lecture Series		MSB 381R Social Innovati Lecture Series	on
FW 1	1.0	FW	1.0	FW	1.0	FW	1.0

Complete after junior year.

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	Internship						T.		Т	
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Complete one course.

ACC 241 Business Law in the Environment		ENT 302 Legal Issues in Entrepreneursh	ip
FWSpSu	3.0	FWSp	3.0

Complete after admittance.

HRM 391 Organizational Effectiveness		MSB 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 3.0

Elective 2	
See progress	
report or acade	mic
advisor for elec	tive
options	
	3.0

Elective 3	
See progress	
report or acade	mic
advisor for elec	tive
options	
· ·	3.0

Before Graduating

Complete exit survey at marriott.byu.edu/exitsurvey

Exit Survey

Graduation Requirements

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