Marketing

Name: Marketing
Location: WB 203
Telephone: 801-863-8098
Email: Ann.Mecham@uvu.edu
Web Address: uvu.edu/woodbury/marketing/
Chair: Paul Dishman

Mission Statement
Through exceptional business education, we help students become successful professionals who build our community.

Core Themes - (University Alignment: Student Success, Engagement, Inclusivity, and Seriousness)
1. Delta: Maximize student improvement through engaged learning.
2. Placement: Help students obtain and succeed in careers aligned with their goals.
3. Scholarship with Impact: Produce and promote research that improves business education and practice.
4. Reach: Serve as many people in our community as we can through increased efficiency and inclusive outreach.

In December, 2006, The UVU School of Business earned its international accreditation from AACSB International - The Association to Advance Collegiate Schools of Business.

Marketing
Career Opportunities
For those trained in marketing, career opportunities are available in advertising, brand and product management, customer affairs, industrial marketing, international marketing, marketing research and intelligence, new product planning, marketing logistics (physical distribution), public relations, purchasing, retail management, internet marketing, and sales and sales management.

Job Outlook
Almost a third of all Americans are employed in marketing-related positions. From large corporations to small companies, both in manufacturing and service areas, firms rely on marketers.

Programs
Students in Marketing may receive a Bachelor of Science, Bachelor of Arts, or a Minor in Marketing. Also available is a Bachelor of Science in Digital Marketing and a Certificate of Proficiency in Professional Sales.

Woodbury School of Business
Advisement Center:
• Office: WB 257
• Telephone: 801-863-8032

Dean: Norman S. Wright
• Office: WB 128b
• Telephone: 801-863-8260
• Email: Norman.Wright@uvu.edu

DEPARTMENT CHAIR
DISHMAN, Paul Associate Professor

FACULTY
ANDERSEN, Richelle Lecturer
BAIRD, Deborah K. Associate Professor
BETTRIDGE, Amy Lecturer
BOTT, Laurie Professional in Residence
DEVEY, Alyssa Lecturer
DISHMAN, Paul Associate Professor
FARNWORTH, Xanthe Lecturer
GARDINER, S. Paige Assistant Professor
GRiffin, Brigham K., Professional in Residence
HARDING, R. Dustin Assistant Professor
HARRISON, Mark Lecturer
HAWKES, Joshua Lecturer
HUFF, Steven Associate Professor
JOHNSON, Gary Lecturer
MAXFIELD, Neal Lecturer
MILLER, Duane B. Professor
MURDOCK, Mitchel R. Assistant Professor
PRZBYLA, David Professional in Residence
WORKMAN, Letty Associate Professor

Degrees & Programs
Professional Sales, Certificate of Proficiency

Requirements
A Certificate of Proficiency in Professional Sales at UVU offers an applied approach to professional sales. The certificate focuses on developing the knowledge and skills necessary to be able to be successful in a professional sales environment with a focus on business to business sales. Courses specialize in personal selling skills, sales coaching and sales management, sales analytics and sales strategy, along with a sales-centered internship.

Total Program Credits: 16

<table>
<thead>
<tr>
<th>Discipline Core Requirements:</th>
<th>16 Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3600 Principles of Marketing*</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3650 Professional Selling</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3640 Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4610 Sales Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 482R Sales Internship (1.0)</td>
<td>4</td>
</tr>
</tbody>
</table>

Graduation Requirements:
1. Completion of a minimum of 16 semester credits.
2. Overall grade point average of 2.0 (C-) or above.
3. Residency hours-- minimum of 4 credit hours through course attendance at UVU.

Footnote:
* Has a prerequisite of University Advanced Standing.
Professional Sales, Certificate of Proficiency
*Careers*

Careers:

Every field of business has an integral need for professional sales specialists. Professional sales is central to virtually every industry and key to an organization’s ability to grow and sustain business operations. As a profession, the field of sales provides a strong trajectory of earnings potential unmatched by those of other career paths. Professional sales specialists are in increasing demand nationally and especially within Utah. Sales as a career provides the opportunity for career advancement through management and senior management within organizations as well as the opportunity to work with a variety of customers to help them solve problems and identify solutions which will help their businesses grow. Traditional areas of employment for sales students include: account executive roles, account management, inside sales, project management, sales management, sales analytics, sales training and development, and senior management.

**Related Careers**

- Advertising Director
- Advertising Sales
- Brand/Product Manager
- Buyer, Merchandiser
- Channel Marketing Specialist
- Client Services Manager
- Communications Planning
- Content Strategist
- Digital Investment Manager
- Managing Director
- Director of Interactive Products
- E-Mail Marketing
- Event Management Analyst
- Event Manager
- Inbound Marketing Manager
- Marketing Communications Manager
- Market Researcher
- Marketing Coordinator

**Marketing, Minor**

**Requirements**
The Marketing Department offers students three different tracks in the marketing minor, each providing a theoretical and in-depth professional preparation in the field. The first is the Marketing Management track, which provides a broad base of experiential classes and the most flexibility in scheduling for employed students. The second is the Digital Marketing track, which provides courses in internet marketing, social media, and web analytics. The newest track is Professional Selling, which prepares students for a career in sales with courses in personal selling, sales management, and sales analytics. Whichever track is chosen, a professional internship is highly encouraged.

**Total Program Credits: 18**

**Discipline Core Requirements:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 335G</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3600</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 3620</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 4600</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

**Elective Requirements:**

Select 6 credits from the following: 6

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3220</td>
<td>Retail Management (3.0)</td>
<td></td>
</tr>
<tr>
<td>MKTG 3630</td>
<td>Services Marketing (3.0)</td>
<td></td>
</tr>
<tr>
<td>MKTG 3650</td>
<td>Professional Selling (3.0)</td>
<td></td>
</tr>
<tr>
<td>MKTG 3660</td>
<td>Digital Marketing (3.0)</td>
<td></td>
</tr>
<tr>
<td>MKTG 3670</td>
<td>Advertising and Promotion (3.0)</td>
<td></td>
</tr>
<tr>
<td>MKTG 4400</td>
<td>Competitive Intelligence (3.0)</td>
<td></td>
</tr>
</tbody>
</table>

**Marketing, Minor**

**Careers**

Almost a third of all Americans are employed in marketing-related positions. Marketing graduates are in high demand in business, nonprofit, and government service. Traditional career paths for students with marketing degrees include: brand management, advertising and promotion, professional sales, market research, pricing, product strategy, consumer behavior, event management, and international marketing. Many marketing graduates begin their careers, and then continue their education with a master's degree in Marketing.

**Digital Marketing, B.S.**

**Requirements**
The Digital Marketing major at UVU offers an analytical, applied, engaged-learning approach to digital marketing. Students learn a balance of marketing strategy, content creation, graphic design, and website/social media analytics for marketing campaigns. The digital marketing major offers an expanding menu of beginning and advanced courses that allow students to use their digital marketing skills for live engaged-learning clients.

**Total Program Credits: 120**

**General Education Requirements:**

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1010</td>
<td>Introduction to Writing</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 2010</td>
<td>Intermediate Writing--Humanities/ Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 2020</td>
<td>Intermediate Writing--Science and Technology (3.0)</td>
<td></td>
</tr>
</tbody>
</table>

Complete one of the following: 3

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 1050</td>
<td>College Algebra (4.0)</td>
<td></td>
</tr>
<tr>
<td>MATH 1055</td>
<td>College Algebra with Preliminaries (5.0)</td>
<td></td>
</tr>
<tr>
<td>MATH 1090</td>
<td>College Algebra for Business</td>
<td></td>
</tr>
<tr>
<td>An Advanced Placement (AP) Mathematics Test with a score of 3 or higher</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Complete one of the following: 3
### Marketing

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 2700</td>
<td>US History to 1877 (3.0)</td>
<td></td>
</tr>
<tr>
<td>HIST 2710</td>
<td>US History since 1877 (3.0)</td>
<td></td>
</tr>
<tr>
<td>HIST 1700</td>
<td>American Civilization (3.0)</td>
<td></td>
</tr>
<tr>
<td>HIST 1740</td>
<td>US Economic History (3.0)</td>
<td></td>
</tr>
<tr>
<td>POLS 1000</td>
<td>American Heritage (3.0)</td>
<td></td>
</tr>
<tr>
<td>POLS 1100</td>
<td>American National Government (3.0)</td>
<td></td>
</tr>
</tbody>
</table>

Complete the following:

**Distribution Courses:**
- ECON 2020 Macroeconomics \(^*\) (fulfills Social/Behavioral Science credit) 3
- Biology 3
- Physical Science 3
- Additional Biology or Physical Science 3
- Humanities Distribution 3
- Fine Arts Distribution 3

**Discipline Core Requirements:**
- 75 Credits

**Business Foundation Courses:**
- ACC 2010 Financial Accounting (3.0) 3
- ACC 2020 Managerial Accounting (3.0) 3
- My Educator**\(^*\)
  - or IM 2010 Business Computer Proficiency \(3.0\) **\(^*\) 3
  - or IM 2600 Spreadsheet Applications \(3.0\) **\(^*\) 3
- ECON 2010 Microeconomics 3
- MATH 1100 Introduction to Calculus 4
- or MKTG 2240 Business Calculus \(3.0\) **\(^*\) 3
  - Written Business Communication \(^*\) \((Complete with B- grade or higher)\) 3
  - Business Statistics I 3
- MKTG 2390 Professional Business Presentations 3

**Business Core Courses:**
- FIN 3100 Principles of Finance \(^*\) 3
- LEGL 3000 Business Law 3
- MKTG 3600 Principles of Marketing 3
- MGMT 3000 Organizational Behavior 3
- MGMT 3450 Operations Management \(^*\) 3
- MKTG 3890 Career Preparation 3
- MGMT 4860 Business Strategy Formulation and Implementation \(^*\) 4
  - ENTR 493R Entrepreneurship Lecture Series (1.0) 1
  - or MGMT 495R Executive Lecture Series 1

**Digital Marketing Core:**
- MKTG 335G International Marketing 3
- MKTG 3660 Digital Marketing 3
- MKTG 3680 Marketing with Social Media 3
- MKTG 3685 Content Marketing 3
- MKTG 3690 Advanced Digital Marketing and Analytics 3
- MKTG 3695 Digital Marketing Capstone 3
- MKTG 483R Digital Marketing Internship 2
- DGM 1110 Digital Media Essentials I 4
- DGM 2320 Digital Photography and Compositing I 3
- DGM 2120 Web Essentials 3

**Elective Requirements:**
- 9 Credits

**Digital Marketing Electives (9 credits needed)**
- MKTG 3220 Retail Management (3.0) 9
- MKTG 3620 Consumer Behavior (3.0) 3
- MKTG 3650 Professional Selling (3.0) 3
- MKTG 3670 Advertising and Promotion (3.0) 3
- DGM 2250 Principles of Digital Design (3.0) 3
- DGM 2271 Digital Media Design I (3.0) 3
- DGM 2280 Digital Effects I (3.0) 3
- DGM 2341 Digital Output for Mobile Media (3.0) 3
- DGM 3750 Media Traffic and Analytics (3.0) 3
- DGM 4000 Writing for Digital Media (3.0)\(^*\) 3
- ART 1050 Photography I (3.0) 3
- ART 1420 Graphic Design I (3.0) 3
- ART 1400 Graphic Computer Applications (3.0) 3

**General Electives (1 credit needed)**
- Any course numbered 1000 or higher 1

**Graduation Requirements:**
1. Completion of a minimum of 120 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
2. Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.
3. Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
5. Successful completion of at least one Global/Intercultural course.

**NOTE:** Students will be limited to 9 hours of upper-division credit until MATRICULATION is completed.

**Footnote**
- \(^*\) Cannot be taken until student is matriculated.
- \(^*\) If MGMT 2240 is taken, an additional 1 credit of elective may be required. See Advisor.
- **\(^*\) Students are required to complete My Educator, IM 2010, or IM 2600 with a score of 80 percent or higher.

**Digital Marketing, B.S.**

**Careers**

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**Utah Valley University**

**Course Catalog 2018-2019**
Every business has increasing demands for specialists with training in the field of digital marketing. Traditional areas of employment for digital marketing students include: website design/development, paid/organic search, social media marketing, email marketing, blogs, website traffic analysis, content creation, multimedia marketing campaigns, SEO, SEM, and PPC. Today, new digital marketing technologies are expanding the need for digital marketing specialists, as well as their range of skills. Digital marketing also provides excellent preparation for graduate study in the fields of business, communications, public relations, and of course marketing.

**Related Careers**

- Marketing Managers

**Marketing, B.A.**

**Requirements**

The Marketing Department offers students three different tracks each providing a theoretical and in-depth professional preparation in the field. The first is the Marketing Management track which provides a broad base of experiential classes and the most flexibility in scheduling for employed students. The second is the Digital Marketing track which provides courses in internet marketing, social media, and web analytics. The newest track is Sales which prepares students for a career in sales with courses in personal selling, sales management, and sales analytics. Whichever track is chosen, a professional internship is highly encouraged.

**Total Program Credits: 120**

**General Education Requirements:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 1010</td>
<td>Introduction to Writing</td>
<td>3</td>
</tr>
<tr>
<td>ENGL 2010</td>
<td>Intermediate Writing--Humanities/ Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>or ENGL 2020</td>
<td>Intermediate Writing--Science and Technology (3.0)</td>
<td></td>
</tr>
</tbody>
</table>

*Complete one of the following:*

- MATH 1050 College Algebra (4.0)
- MATH 1055 College Algebra with Preliminaries (3.5)
- MATH 1090 College Algebra for Business (3.0)
- An Advanced Placement (AP) Mathematics Test with a score of 3 or higher

*Complete one of the following:*

- HIST 2700 US History to 1877 (3.0)
- HIST 2710 US History since 1877 (3.0)
- HIST 1700 American Civilization (3.0)
- HIST 1740 US Economic History (3.0)
- POLS 1000 American Heritage (3.0)
- POLS 1100 American National Government (3.0)

*Complete the following:*

- PHIL 2050 Ethics and Values (3)
- HLTH 1100 Personal Health and Wellness (2.0)
- or PES 1097 Fitness for Life (3)

**Distribution Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 2020</td>
<td>Macroeconomics * (fulfills Social/ Behavioral Science credit)</td>
<td>3</td>
</tr>
</tbody>
</table>
- Biology (3)

**Discipline Core Requirements:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Science</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Additional Biology or Physical Science</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>Humanities Distribution (Any Foreign Language 202G/2020 course)</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Fine Arts Distribution</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**Business Foundation Courses:**

- ACC 2010 Financial Accounting (3.0) (3)
- ACC 2020 Managerial Accounting (3.0) (3)
- My Educator** (3)
- or IM 2010 Business Computer Proficiency (3.0) ** (3)
- or IM 2600 Spreadsheet Applications (3.0) ** (3)
- ECON 2010 Microeconomics (3)
- MKTG 2200 Written Business Communication * (Complete with a B- grade or higher) (3)
- MGMT 2340 Business Statistics I (3)
- MKTG 2390 Professional Business Presentations (3)
- MKTG 4300 Marketing Analytics (3)
- or ECON 3340 Managerial Statistics (3.0) (3)
- or MGMT 2240 Business Calculus (3.0) (3)

**Business Core Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FIN 3100</td>
<td>Principles of Finance *</td>
<td>3</td>
</tr>
<tr>
<td>LEGL 3000</td>
<td>Business Law</td>
<td>3</td>
</tr>
</tbody>
</table>
- MKTG 3600 Principles of Marketing (3)
- MGMT 3000 Organizational Behavior (3)
- MGMT 3450 Operations Management * (3)
- MKTG 3890 Career Preparation (3)
- MGMT 4860 Business Strategy Formulation and Implementation * (4)
- or MGMT 4840 Management Consulting (3.0) (3)
- and MGMT 4835 Management Consulting Strategy Implementation (1.0) (3)
- ENTR 493R Entrepreneurship Lecture Series (1.0) (1)
- or MGMT 495R Executive Lecture Series* (1)

**Marketing Core Courses:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
</table>
- MKTG 335G International Marketing (3)
- MKTG 3620 Consumer Behavior (3)
- MKTG 3650 Professional Selling (3)
- MKTG 3660 Digital Marketing (3)
- MKTG 4650 Marketing Management (3)

**Elective Requirements:**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
</table>

*Complete one of three Marketing tracks as part of 13 elective credits from the following courses:*

**Sales Track (9 of the 13 required electives):**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3640</td>
<td>Sales Management (3.0)</td>
<td>3</td>
</tr>
</tbody>
</table>
- MKTG 4610 Sales Analytics (3.0) (3)
- MKTG 482R Sales Internship (must be taken three times) (1.0)

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**Course Catalog 2018-2019**

Utah Valley University
An additional four hours of upper-division Marketing courses.

<table>
<thead>
<tr>
<th>Digital Marketing Track (9 of the 13 required electives)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3680</td>
</tr>
<tr>
<td>MKTG 3690</td>
</tr>
<tr>
<td>MKTG 483R</td>
</tr>
</tbody>
</table>

An additional four hours of upper-division Marketing courses.

<table>
<thead>
<tr>
<th>Marketing Management Track (9 of the 12 required electives)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3670</td>
</tr>
<tr>
<td>MKTG 4600</td>
</tr>
<tr>
<td>MKTG 481R</td>
</tr>
</tbody>
</table>

An additional four hours of upper-division Marketing courses.

<table>
<thead>
<tr>
<th>Marketing Electives (4 of the 13 required electives)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3220</td>
</tr>
<tr>
<td>MKTG 3460</td>
</tr>
<tr>
<td>MKTG 3630</td>
</tr>
<tr>
<td>MKTG 3640</td>
</tr>
<tr>
<td>MKTG 3680</td>
</tr>
<tr>
<td>MKTG 3690</td>
</tr>
<tr>
<td>MKTG 4400</td>
</tr>
<tr>
<td>MKTG 4610</td>
</tr>
<tr>
<td>MKTG 459R</td>
</tr>
<tr>
<td>ENTR 493R</td>
</tr>
<tr>
<td>MGMT 495R</td>
</tr>
</tbody>
</table>

Complete 12 credits of any foreign language course 1010, 1020, 2010 sequence

Graduation Requirements:

1. Completion of a minimum of 120 semester credits required in the BA degree; at least 40 credit hours must be upper-division courses.
2. Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.
3. Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
5. Successful completion of at least one Global/Intercultural course.

NOTE: Students will be limited to 9 hours of upper-division credit until MATRICULATION is completed.

Footnote

*Cannot be taken until student is matriculated.

**Students are required to complete My Educator, IM 2010, or IM 2600 with a score of 80 percent or higher.
## Marketing

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 2020</td>
<td>Intermediate Writing--Science and Technology (3.0)</td>
<td></td>
</tr>
</tbody>
</table>

### Complete one of the following: 3

- **MATH 1050** College Algebra (4.0)
- **MATH 1055** College Algebra with Preliminaries (5.0)
- **MATH 1090** College Algebra for Business

An Advanced Placement (AP) Mathematics Test with a score of 3 or higher

### Complete one of the following: 3

- **HIST 2700** US History to 1877 (3.0)
- **HIST 2710** US History since 1877 (3.0)
- **HIST 1700** American Civilization (3.0)
- **HIST 1740** US Economic History (3.0)
- **POLS 1000** American Heritage (3.0)
- **POLS 1100** American National Government (3.0)

### Complete the following:

- **PHIL 2050** Ethics and Values (3.0)
- **HLTH 1100** Personal Health and Wellness (2.0)
- **PES 1097** Fitness for Life (2.0)

### Distribution Courses:

- **ECON 2020** Macroeconomics * (fulfills Social/Behavioral Science credit) (3.0)
- **Biography** (3.0)
- **Physical Science** (3.0)
- **Additional Biology or Physical Science** (3.0)
- **Humanities Distribution** (3.0)
- **Fine Arts Distribution** (3.0)

### Discipline Core Requirements: 59 Credits

#### Business Foundation Courses:

- **ACC 2010** Financial Accounting (3.0)
- **ACC 2020** Managerial Accounting (3.0)
- **My Educator**

### Marketing Core Courses:

- **MGMT 3450** Operations Management * (3.0)
- **MKTG 3890** Career Preparation (3.0)
- **MGMT 4860** Business Strategy Formulation and Implementation * (4.0)

### Elective Requirements: 26 Credits

Complete one of three Marketing tracks as part of 15 elective credits from the following courses:

#### Sales Track (9 of the 15 required electives)

- **MKTG 3640** Sales Management (3.0)
- **MKTG 4610** Sales Analytics (3.0)
- **MKTG 482R** Sales Internship (must be taken three times) (1.0)

An additional six hours of upper-division Marketing courses.

#### Digital Marketing Track (9 of the 15 required electives)

- **MKTG 3680** Marketing with Social Media (3.0)
- **MKTG 3690** Advanced Digital Marketing and Analytics (3.0)
- **MKTG 483R** Digital Marketing Internship (1.0)

An additional six hours of upper-division Marketing courses.

#### Marketing Management Track (9 of the 15 required electives)

- **MKTG 3670** Advertising and Promotion (3.0)
- **MKTG 4600** Marketing Research (3.0)
- **MKTG 481R** Marketing Internship (1.0)

An additional six hours of upper-division Marketing courses.

#### Marketing Electives (6 of the 12 required electives)

- **MKTG 3220** Retail Management (3.0)
- **MKTG 3460** Internal Marketing and Corporate Imaging (3.0)
- **MKTG 3630** Services Marketing (3.0)
- **MKTG 3640** Sales Management (3.0)
- **MKTG 3680** Marketing with Social Media (3.0)
- **MKTG 3690** Advanced Digital Marketing and Analytics (3.0)
- **MKTG 4400** Competitive Intelligence (3.0)
- **MKTG 4610** Sales Analytics (3.0)
Graduation Requirements:

1. Completion of a minimum of 120 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
2. Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.
3. Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
5. Successful completion of at least one Global/Intercultural course.

NOTE: Students will be limited to 9 hours of upper-division credit until MATRICULATION is completed.

Footnote

*Cannot be taken until student is matriculated.

**Students will be required to complete My Educator, IM 2010, or IM 2060 with a score of 80 percent or higher.

Marketing, B.S.

Careers

Almost a third of all Americans are employed in marketing-related positions. Marketing graduates are in high demand in business, non-profit, and government service. Traditional career paths for students with marketing degrees include: brand management, advertising and promotion, professional sales, market research, pricing, product strategy, consumer behavior, event management, and international marketing. Many marketing graduates begin their careers, and then continue their education with a master's degree in Marketing.

Advertising Director
Advertising Sales
Brand/Product Manager
Buyer, Merchandiser
Channel Marketing Specialist
Client Services Manager
Communications Planning
Content Strategist
Digital Investment Manager Managing Director
Director of Interactive Products
E-Mail Marketing
Event Management Analyst
Event Manager
Inbound Marketing Manager
Marketing Communications Manager
Market Researcher
Marketing Coordinator

Related Careers

- Sales Managers
- Market Research Analysts and Marketing Specialists
- Business Teachers, Postsecondary

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