

## Marketing, B.A.

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### 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

Matriculation Requirements			
1. Students will be limited to 9 hours of upper-division credit until matriculation is completed. 2. Students must complete the following courses in order to matriculate: ACC 2110, ECON 2010, MyEducator or IM 2010 or IM 2600, MKTG 220G, MKTG 2390, MGMT 2340, MGMT 2400. 3. Students cannot take the following courses until they have matriculated: FIN 3100, MGMT 3450, MGMT 4860, MKTG 4650.			
General Education Requirements:			36 Credits
	ENGL 1010	Introduction to Academic Writing	3
or	ENGL 1005	Literacies and Composition Across Contexts (5)	
	ENGL 2010	Intermediate Writing Academic Writing and Research	3
Complete one of the following:			3
	MATH 1050	College Algebra (4)	
	MATH 1055	College Algebra with Preliminaries (5)	
	MATH 1090	College Algebra for Business (3)	
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)	
and	HIST 2710	US History since 1877 (3)	
	HIST 1700	American Civilization (3)	
	HIST 1740	US Economic History (3)	
	POLS 1000	American Heritage (3)	
	POLS 1100	American National Government (3)	
Complete the following:			
	PHIL 2050	Ethics and Values	3
	HLTH 1100	Personal Health and Wellness (2)	
or	PES 1097	Fitness for Life	2
Distribution Courses:			
	ECON 2010	Principles of Economics I (fulfills Social/Behavioral Science credit)	3
	Biology		3
	Physical Science		3
	Additional Biology or Physical Science		3

	Humanities Distribution (Any Foreign Language 202G/2020 course)		4
	Fine Arts Distribution		3
Discipline Core Requirements:			52 Credits
Business Foundation Courses:			
	ACC 2110	Principles of Accounting I	3
My Educator <sup>2</sup>			
or	IM 2010	Business Computer Proficiency (3) <sup>2</sup>	
or	IM 2600	Spreadsheet Applications (3) <sup>2</sup>	
Complete the following:			
	MKTG 220G	Written Business Communication WE (Complete with a B- grade or higher)	3
	MGMT 2340	Business Statistics I	3
	MKTG 2390	Professional Business Presentations	3
	MGMT 2400	Introduction to Data Analytics for Business Professionals	3
Business Core Courses:			
	FIN 3100	Principles of Finance <sup>1</sup>	3
	MGMT 3000	Organizational Behavior WE	3
	MGMT 3450	Operations Management <sup>1</sup>	3
	MKTG 3600	Principles of Marketing	3
	ENTR 493R	Entrepreneurship Lecture Series (1)	
or	MGMT 495R	Executive Lecture Series	1
	MGMT 4860	Business Strategy Formulation and Implementation <sup>1</sup>	3
Marketing Core Courses:			
	MKTG 1890	Introduction to Careers in Business	1
	MKTG 3300	Marketing Analytics	3
	MKTG 3650	Professional Selling	3
	MKTG 3660	Digital Marketing	3
	MKTG 3700	Fundamentals of Product Management	3
	MKTG 3890	Business Career Preparation	2
	MKTG 4600	Customer Experience	3
	MKTG 4650	Marketing Management Capstone <sup>1</sup>	3
Elective Requirements:			32 Credits
Complete 15 credits of marketing electives from the following list:			15
	MKTG 3170	Digital Advertising (3)	
	MKTG 3220	Retail Management (3)	
	MKTG 335G	International Marketing (3)	
	MKTG 3460	Internal Marketing and Corporate Imaging (3)	
	MKTG 3620	Consumer Behavior (3)	
	MKTG 3630	Services Marketing (3)	
	MKTG 3640	Sales Management (3)	
	MKTG 3670	Advertising and Promotion (3)	
	MKTG 3680	Marketing with Social Media (3)	

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MKTG 3685	Content Marketing (3)	
MKTG 3690	Digital Marketing Analytics (3)	
MKTG 4300	Marketing Data Science (3)	
MKTG 4400	Competitive Intelligence (3)	
MKTG 4610	Sales Operations (3)	
MKTG 4620	Advanced Professional Selling (3)	
MKTG 459R	Advanced Topics in Marketing (3)	
Complete 3 credits of internship:		3
MKTG 481R	Marketing Internship (1) <sup>3</sup>	
MKTG 482R	Sales Internship (must be taken three times) (1) <sup>3</sup>	
MKTG 483R	Digital Marketing Internship (1) <sup>3</sup>	
Complete 12 credits of any foreign language course 1010, 1020, 2010 sequence		12
Complete 2 elective credits 1000 or higher.		2

### **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
<sup>1</sup> Cannot be taken until student is matriculated.
<sup>2</sup> Students are required to complete My Educator, IM 2010, or IM 2600 with a grade of B- or higher
<sup>3</sup> Maximum of 3 credits of internship count toward marketing electives.

## Marketing, B.A. Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in [Wolverine Track](#). (Note: Last updated May, 2015. See department for changes.)

Milestone courses (pre-requisites for a course in one of the subsequent semesters) are marked in red and Italicized.

Semester 1	Course Title	Credit Hours
<i>ENGL 1010/ENGL 1005</i>	Introduction to Academic Writing/Literacy and Composition	3
Fine Arts Distribution		3
Physical Science Distribution		3
HLTH 1100 or PES 1097	Personal Health and Wellness or Fitness for Life	2
<i>Language</i>	1010 Level	4
	Semester total:	15
Semester 2	Course Title	Credit Hours
American Institutions		3
Biology Distribution		3
<i>MATH 1050 or MATH 1055 or MATH 1090</i>	College Algebra or College Algebra with Preliminaries or College Algebra for Business	3
<i>Language</i>	1020 Level	4
ENGL 2010	Intermediate Writing-Academic Writing & Research	3
	Semester total:	16
Note: *Or An Advanced Placement (AP) Mathematics Test with a score of 3 or higher		
Semester 3	Course Title	Credit Hours
PHIL 2050	Ethics and Values	3
<i>MGMT 2400</i>	Intro to Data Analytics for Business Professionals	3
ECON 2010	Principles of Economics I	3
<i>MKTG 220G</i>	Written Business Communications WE	3
<i>Language</i>	2010 Level	4
	Semester total:	16
Notes: Complete MKTG 2200 with a B- grade or higher.		
Semester 4	Course Title	Credit Hours
Humanities Distribution (Lang 202G)	202G/2020 Level Language (fulfills Humanities Distribution)	4
ACC 2110	Principles of Accounting I	3

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MGMT 495R or ENTR 493R	Lecture Series	1
<i>MKTG 1890</i>	Intro to Careers in Business	1
MKTG 2390	Professional Business Presentations	3
Third Science Distribution		3
	Semester total:	15
Semester 5	Course Title	Credit Hours
MKTG 3890	Business Career Preparation	2
MKTG 4600	Customer Experience	3
<i>MKTG 3600</i>	Principles of Marketing	3
<i>MGMT 3000</i>	Organizational Behavior WE	3
Elective	Any Course 1000 or higher	2
MGMT 2340	Business Statistics I	3
	Semester total:	16
Semester 6	Course Title	Credit Hours
<i>FIN 3100</i>	Principles of Finance	3
<i>MGMT 3450</i>	Operations Management	3
MKTG 3300	Marketing Analytics	3
MKTG 3700	Fundamentals of Product Management	3
<i>MKTG 3650</i>	Professional Selling	3
	Semester total:	15
Semester 7	Course Title	Credit Hours
MKTG 3660	Digital Marketing	3
MKTG ELECTIVES		3
MKTG ELECTIVES		3
MKTG ELECTIVES		3
MKTG ELECTIVES		3
	Semester total:	15
Semester 8	Course Title	Credit Hours
MGMT 4860	Business Strategy Formulation and Implementation	3
MKTG 4650	Marketing Management Capstone	3
MKTG 481R/482R/483R		3
MKTG ELECTIVES		3
		112
	Degree total:	120
Students will be required to complete My Educator with a score of 80 percent or higher or complete the IM 2010 or 2600 course with a grade of B- or higher.		
No grade lower than a "C-" in core and specialization courses.		

Students will be limited to 9 hours of upper-division credits until student has Matriculated.