



BS in MANAGEMENT: Marketing Management Emphasis (326425) MAP Sheet

Marriott School of Management

For students entering the degree program during the 2016–2017 curricular year.

This is a limited enrollment program requiring departmental admissions approval. Please see the college advisement center for information regarding requirements for admission to this emphasis.

UNIVERSITY CORE AND GRADUATION REQUIREMENTS				PROGRAM REQUIREMENTS (64–67 total hours)	
UNIVERSITY CORE REQUIREMENTS					
<u>Requirements</u>	<u>#Classes</u>	<u>Hours</u>	<u>Classes</u>		
Religion Cornerstones					
Teachings and Doctrine, Book of Mormon	1	2.0	Rel A 275		
Jesus Christ & the Everlasting Gospel	1	2.0	Rel A 250		
Foundations of the Restoration	1	2.0	Rel C 225		
The Eternal Family	1	2.0	Rel C 200		
The Individual and Society					
Citizenship					
American Heritage	1–2	3–6.0	from approved list		
Global & Cultural Awareness	1	3.0	from approved list		
Skills					
Effective Communication					
First-Year Writing	1	3.0	from approved list		
Adv Written & Oral Communication	1	3.0	M Com 320*		
Quantitative Reasoning	1	0-3.0	Math 118* or Stat 121*		
Languages of Learning (Math or Language)	1	3.0	Math 118* or Stat 121*		
Arts, Letters, and Sciences					
Civilization 1 and 2	2	6.0	from approved list		
Arts	1	3.0	from approved list		
Letters	1	3.0	from approved list		
Scientific Principles & Reasoning					
Biological Science	1	3.0	from approved list		
Physical Science	1–2	3–7.0	from approved list		
Social Science	1	3.0	Econ 110*		
Core Enrichment: Electives					
Religion Electives	3–4	6.0	from approved list		
Open Electives	Variable	Variable	personal choice		
GRADUATION REQUIREMENTS:					
Minimum residence hours required		30.0			
Minimum hours needed to graduate		120.0			
				<p>Complete the following prerequisite courses:</p> <p>Acc 200 Principles of Accounting 3.0</p> <p>Bus M 241 Marketing Management 3.0</p> <p>Econ 110* Economic Principles and Problems 3.0</p> <p>Fin 201 Principles of Finance 3.0</p> <p>Apply and be formally accepted into the program. The prerequisite courses must be completed with at least a 3.0 GPA, with no more than one repeat for each class. Not every student meeting the minimum requirement is guaranteed acceptance into the undergraduate program.</p> <p>Complete the following during your first semester admitted to the Marriott School of Management:</p> <p>Bus M 326 Career Development & Student Mentoring 1.0</p> <p>Complete the following required courses before the core:</p> <p>M Com 320* Communication in Organizational Settings 3.0</p> <p>Math 116 Essentials of Calculus 1.0</p> <p>Math 118* Finite Mathematics 3.0</p> <p>Stat 121* Principles of Statistics 3.0</p> <p>Complete the following Management Core courses:</p> <p>Bus M 361 Operations Management 3.0</p> <p>Bus M 390 Ethics for Management 3.0</p> <p>Bus M 487 Strategy and Economics 3.0</p> <p>Org B 321 Organizational Effectiveness 3.0</p> <p>Complete the following courses:</p> <p>Acc 241 Business Law in the Environment 3.0</p> <p>IS 110 Spreadsheet Skills & Business Analysis 1.0</p> <p>IS 201 Intro to Management Information Systems 3.0</p> <p>Complete one course from the following:</p> <p>Bus M 371R Entrepreneur Lecture Series 1.0</p> <p>Bus M 380 Executive Lectures 1.0</p> <p>Bus M 382 Financial Services Lecture Series 1.0</p> <p>Complete the following marketing emphasis courses:</p> <p>Bus M 442 Marketing Research 3.0</p> <p>Bus M 444 Consumer Behavior 3.0</p> <p>Bus M 455 Advertising & Promotion Management 3.0</p> <p>Bus M 459 Marketing Strategy 3.0 (Should be taken during final semester)</p> <p>Complete two additional marketing courses from the following:</p> <p>Bus M 431 International Marketing 3.0</p> <p>Bus M 450 Global Business Negotiations 3.0</p> <p>Bus M 454 Professional Selling & Sales Management 3.0</p> <p>Bus M 456 Retailing Management 3.0</p> <p>Bus M 457 Internet Marketing of Products & Services 3.0</p> <p>Bus M 463 Quality Management 3.0</p> <p>Bus M 469 Global Supply Chain Strategy 3.0</p> <p>Bus M 472 Entrepreneurial Marketing 3.0</p> <p>Complete one additional 3 credit hour Marriott School course.</p> <p>Complete Marriott School exit survey online.</p>	

***THESE COURSES FILL BOTH UNIVERSITY CORE AND PROGRAM REQUIREMENTS (9 hours overlap)
FOR GENERAL EDUCATION AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB**

**BS MANAGEMENT: Marketing Management Emphasis (326425)
2016–2017**

Suggested Sequence of Courses**

FRESHMAN YEAR

<u>Semester 1 (Fall)</u>	
First-Year Writing or A Htg 100	3.0
Bus M 180	0.5
IS 110	1.0
Math 110, if needed (FWSpSu)	3.0
Religion Cornerstone course	2.0
General Education	6.0
Total Hours	15.5

Semester 2 (Winter)

First-Year Writing or A Htg 100	3.0
Stat 121	3.0
Acc 200 (FWSp)	3.0
Bus M 241 (FWSpSu)	3.0
Religion Cornerstone course	2.0
Math 116	1.0
Total Hours	15.0

SOPHOMORE YEAR

<u>Semester 3 (Fall)</u>	
Fin 201 (FWSp)	3.0
Econ 110	3.0
Religion Cornerstone course	2.0
Bus M 371/380/382	1.0
General Education	6.0
Total Hours	15.0

Semester 4 (Winter)

Math 118	3.0
IS 201 (FWSpSu)	3.0
M Com 320	3.0
Religion Cornerstone course	2.0
General Education	3.0
General Elective	1.0
Total Hours	15.0

Most applicants apply to the Marriott School the summer before their junior year.

- **Deadline to apply for Fall is the last working day of June by 4:30 p.m. Each program starts at the beginning of a new academic year.**

****Note:** The sequence of courses suggested may not fit the circumstances of every student. Students should contact their advisement center for help in outlining an efficient schedule.

Note: Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.

JUNIOR YEAR

<u>Semester 5 (Fall)</u>	
Bus M 326	1.0
Bus M 442	3.0
Bus M 444	3.0
Bus M 455	3.0
Org B 321	3.0
Religion Elective	2.0
Total Hours	15.0

Semester 6 (Winter)

Bus M 390	3.0
Bus M 487	3.0
Acc 241	3.0
General Education	3.0
Religion Elective	2.0
General Elective	1.0
Total Hours	15.0

SENIOR YEAR

<u>Semester 7 (Fall)</u>	
Bus M 361	3.0
Bus M 459	3.0
Marketing Elective	3.0
General Education	3.0
General Electives	3.0
Total Hours	15.0

Semester 8 (Winter)

Marketing Elective	3.0
Religion Elective	2.0
Marriott School Elective	3.0
General Electives	6.5
Total Hours	14.5

THE DISCIPLINE:

Marketing involves the study of consumer needs to create, communicate, and deliver value to a company's chosen customers. The Marketing emphasis is designed to teach the strategic process of segmentation, targeting, and positioning along with integrating decisions about product, promotion, pricing, and placement or distribution. This strategic process creates value for a company's chosen customers, which enables the company to attract and retain customers.

CAREER OPPORTUNITIES:

The Marketing emphasis prepares students for marketing responsibilities such as product/brand management, marketing analytics, social media, digital marketing, advertising and promotion, business-to-business marketing, retail marketing, and professional selling.

GENERAL INFORMATION:

Students are encouraged to apply to the Marriott School of Management during their junior year, as soon as they have completed the prerequisite courses.

Marriott School majors are limited-enrollment programs and the application process is competitive. For assistance in preparing for the application process, it is highly recommended that students visit the Marriott School Advisement Center.

REQUIREMENTS FOR APPLICATION:

All new students entering the Marriott School commence their study at the beginning of fall semester. Admission into the Marriott School is based on consideration of the following:

- 300-600 word essay
 - Resume
 - A review of the overall academic record
- Prerequisite courses must be completed before the application deadline. Any application with a prerequisite GPA below a 3.0 will not be considered. When prerequisite GPA is calculated, repeated or transferred courses will be discounted. See the Marriott School Advisement Center for more information.

TRANSFER INFORMATION:

No more than 12 credit hours of upper-division transfer credit will be accepted toward the major and only 6 hours beyond the management core.

Transfer equivalencies for the following courses will not be considered:

Acc 310, IS 201, M Com 320.

Dean: Lee Perry
730 TNRB, (801) 422-4618

Associate Dean: Steve Glover
730C TNRB, (801) 422-6080

Associate Dean: Michael Thompson
730B TNRB, (801) 422-2794

Associate Dean: Keith Vorkink
634 TNRB, (801) 422-1765

Marriott School of Management Advisement Center
460 TNRB, (801) 422-4285

Advisement Center
MARRIOTT SCHOOL OF MANAGEMENT
460 Tanner Building
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