## University Core and Graduation Requirements

### University Core Requirements:

<table>
<thead>
<tr>
<th>Requirement</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
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<tbody>
<tr>
<td>Religion Cornerstones</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>1</td>
<td>2.0</td>
<td>REL A 275</td>
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<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
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<td>1.0</td>
<td>REL A 250</td>
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<tr>
<td>Foundations of the Restoration</td>
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<td>REL C 225</td>
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<tr>
<td>The Eternal Family</td>
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<td>REL C 200</td>
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<tr>
<td>The Individual and Society</td>
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<tr>
<td>American Heritage</td>
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<tr>
<td>Global and Cultural Awareness</td>
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<tr>
<td><strong>Skills</strong></td>
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<tr>
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<tr>
<td>Advanced Written and Oral Communications</td>
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<td>3.0</td>
<td>M COM 320*</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
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<td>ACC 200*</td>
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<tr>
<td>Languages of Learning (Math or Language)</td>
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<td>3.0</td>
<td>STAT 121*</td>
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<tr>
<td><strong>Arts, Letters, and Sciences</strong></td>
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</tr>
<tr>
<td>Civilization 1</td>
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</tr>
<tr>
<td>Civilization 2</td>
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<td>3.0</td>
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</tr>
<tr>
<td>Arts</td>
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<tr>
<td>Letters</td>
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<tr>
<td>Physical Science</td>
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<tr>
<td>Social Science</td>
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<td>ECON 110*</td>
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<td><strong>Core Enrichment: Electives</strong></td>
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<td>Religion Electives</td>
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<tr>
<td>Open Electives</td>
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</tbody>
</table>

FOR GENERAL EDUCATION AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB

*THESE COURSES FILL BOTH UNIVERSITY CORE AND PROGRAM REQUIREMENTS (12 hours overlap)

### Graduation Requirements:

- **Minimum residence hours required**: 30.0
- **Minimum hours needed to graduate**: 120.0

## Suggested Sequence of Courses

### Freshman Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st</td>
<td>15.0</td>
</tr>
<tr>
<td>2nd</td>
<td>15.0</td>
</tr>
</tbody>
</table>

**First Year Writing**
- 3.0 MKTG 401
- 3.0 MKTG 402
- 3.0 MKTG 403

**Religion Cornerstone**
- 2.0 MKTG 326

**General Education**
- 6.0 MKTG 325

**Total Hours**: 29.0

### Sophomore Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Total Hours</th>
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</thead>
<tbody>
<tr>
<td>3rd</td>
<td>15.0</td>
</tr>
<tr>
<td>4th</td>
<td>15.0</td>
</tr>
</tbody>
</table>

**Civilization 1**
- 1.0 MSB 180 (recommended)
- 1.0 MSB 191

**Civilization 2**
- 1.0 MSB 325

**Arts**
- 3.0 IS 201

**Letters**
- 3.0 IS 202

**Biological Science**
- 1.0 IS 203

**Physical Science**
- 1.0 IS 204

**Social Science**
- 1.0 General Education

**Total Hours**: 5.0

### Junior Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>5th</td>
<td>15.0</td>
</tr>
<tr>
<td>6th</td>
<td>15.0</td>
</tr>
</tbody>
</table>

**Chemistry 1**
- 1.0 General Education

**Chemistry 2**
- 1.0 General Education

**Overall**
- 10.0 General Education

**Total Hours**: 30.0

### Senior Year

<table>
<thead>
<tr>
<th>Semester</th>
<th>Total Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>7th</td>
<td>15.0</td>
</tr>
<tr>
<td>8th</td>
<td>15.0</td>
</tr>
</tbody>
</table>

**Chemistry 1**
- 1.0 General Education

**Chemistry 2**
- 1.0 General Education

**Overall**
- 10.0 General Education

**Total Hours**: 30.0

Most applicants apply to BYU Marriott the summer after their sophomore year. Each program starts at the beginning of a new academic year.

- **Deadline to apply for Fall is the last working day of June by 4:30 p.m.**

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.

Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.
### REQUIREMENT 1 Complete 2 options
- OPTION 1.1 Complete 2 courses
  - IS 201 - Introduction to Management Information Systems 3.0
  - MKTG 201 - Marketing Management 3.0
- OPTION 1.2 Complete 3.0 hours from the following course(s)
  - *ACC 200 - Principles of Accounting 3.0
  - *ECON 110 - Economic Principles and Problems 3.0
  - FIN 201 - Principles of Finance 3.0
  - GSCM 201 - Introduction to Global Supply Chain Management 1.5
  - GSCM 211 - Introduction to Supply Chain Management in International 1.5
  - *STAT 121 - Principles of Statistics 3.0

Apply and be formally accepted into the program.

### REQUIREMENT 2 Complete 6 courses
- *ACC 200 - Principles of Accounting 3.0
- *ECON 110 - Economic Principles and Problems 3.0
- FIN 201 - Principles of Finance 3.0
- IS 110 - Spreadsheet Skills and Business Analysis 1.0
- *M COM 320 - Management Communication 3.0
- *STAT 121 - Principles of Statistics 3.0

### REQUIREMENT 3 Complete 1 course
- ENT 381 - Entrepreneurship Lecture Series 1.0
- ENT 382 - Technology Entrepreneurship Lecture Series 1.0
- MSB 390 - Executive Lectures 1.0
- MSB 381R - (Not currently offered)

### REQUIREMENT 4 Complete 1 course
- ACC 241 - Business Law in the Environment 3.0
- ENT 302 - Legal Issues in Entrepreneurship 3.0

### REQUIREMENT 5 Complete 5 courses
- GSCM 201 - Introduction to Global Supply Chain Management 1.5
- GSCM 211 - Introduction to Supply Chain Management in International Business 1.5
- GSCM 212 - Advanced Digital Marketing 3.0
- GSCM 213 - Business Law in the Environment 3.0
- GSCM 214 - Entrepreneurship in Global Supply Chain Management 3.0

### REQUIREMENT 6 Complete 2 courses
- MKTG 201 - Marketing Management 3.0
- MKTG 403 - Advertising and Promotion Management 3.0
- MSB 225 - Introductory Business Analytics 3.0

### REQUIREMENT 7 Complete 5 courses
- MKTG 301 - Consumer Behavior 3.0
- MKTG 402 - Marketing Research 3.0
- MKTG 403 - Advertising and Promotion Management 3.0
- MKTG 404 - Retailing Management 3.0
- MKTG 405 - Entrepreneurial Marketing 3.0

### BUSINESS CORE COURSES:
- GSCM 201 - Introduction to Global Supply Chain Management 3.0

### BUSINESS CORE COURSES:
- GSCM 211 - Introduction to Supply Chain Management in International Business 3.0
- GSCM 212 - Advanced Digital Marketing 3.0
- GSCM 213 - Business Law in the Environment 3.0
- GSCM 214 - Entrepreneurship in Global Supply Chain Management 3.0

### REQUIREMENT 8 Complete 3 courses
- MKTG 411 - Global Business Negotiations 3.0
- MKTG 412 - Professional Selling 3.0
- MKTG 414 - Entrepreneurial Marketing 3.0
- MKTG 415 - Digital Marketing 3.0
- MKTG 416 - International Marketing 3.0
- MKTG 417 - Creativity and Design in Marketing 3.0
- MKTG 422 - Business to Business Selling 3.0
- MKTG 425 - Advanced Digital Marketing 3.0
- MKTG 585R - Pre-PhD Marketing Seminar-Research Topics and Methods 3.0

### REQUIREMENT 9 Complete Marriott School exit survey online.

### THE DISCIPLINE
The marketing discipline utilizes analytics, creativity, and strategic thinking to create value for a company's targeted customers. Students in the marketing major are trained to identify and understand customers' needs and wants and then to satisfy that market demand by designing and selling products and services. Students further learn how to build customer loyalty through strategic innovations, product experiences, promotion, pricing, and distribution. In short, marketing is the study of how companies do business.

### CAREER OPPORTUNITIES
Because marketing is a critical activity in any company, marketing students can forge careers in a variety of industries and roles. Key roles taken by marketing graduates include: digital marketing, analytics, and sales. Digital marketing roles have responsibilities over a variety of digital activities, from search engine optimization to display advertising to social media. Analytics roles focus on analyzing company and market data to foster more profitable marketing decisions at all levels. Sales roles (often called account representatives) work with a company's clients to ensure an ongoing beneficial purchaser-seller relationship.

### GENERAL INFORMATION
Students are encouraged to apply to BYU Marriott at the end of their sophomore year, as soon as they have completed the prerequisite courses.

For more information about the marketing program, visit https://marriottschool.byu.edu/mktg/

### APPLICATION INFORMATION
All students entering BYU Marriott commence their study at the beginning of fall semester. Admission is based on consideration of the following:

- Prerequisite GPA
- Essay
- Résumé
- Interview
- Professionalism
- A review of the overall academic record and evidence of knowledge of and engagement with marketing (e.g., relevant coursework, work and internship experience, and Marketing Association involvement, etc.)

Prerequisite courses must be completed before the application deadline. Applicants with at least a 3.0 in the prerequisite courses are preferred. When prerequisite GPA is calculated, repeated or transferred courses will be discounted.

### TRANSFER INFORMATION
Transfer equivalencies for the following courses will not be considered: FIN 201, IS 201, and M COM 320.

### MAP DISCLAIMER
While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

### ADVISEMENT CENTER INFORMATION
Marriott School of Business Undergraduate Advisement Center
Brigham Young University
460 Tanner Building
Provo, UT 84602
801-422-4285
msb_advisement@byu.edu