BS in Marketing (326425) MAP Sheet
Business, Marketing and Global Supply Chain
For students entering the degree program during the 2017-2018 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

#### University Core Requirements:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Religion Cornerstones</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>1</td>
<td>2.0</td>
<td>REL A 275</td>
</tr>
<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>1</td>
<td>2.0</td>
<td>REL A 250</td>
</tr>
<tr>
<td>Foundations of the Restoration</td>
<td>1</td>
<td>2.0</td>
<td>REL C 225</td>
</tr>
<tr>
<td>The Eternal Family</td>
<td>1</td>
<td>2.0</td>
<td>REL C 200</td>
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<tr>
<td><strong>The Individual and Society</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Heritage</td>
<td>1-2</td>
<td>3-6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Global and Cultural Awareness</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>First Year Writing</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Advanced Written and Oral Communications</td>
<td>1</td>
<td>3.0</td>
<td>M COM 320*</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>1</td>
<td>3.0</td>
<td>MATH 118* or STAT 121*</td>
</tr>
<tr>
<td>Languages of Learning (Math or Language)</td>
<td>1</td>
<td>3.0</td>
<td>MATH 118* or STAT 121*</td>
</tr>
<tr>
<td><strong>Arts, Letters, and Sciences</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Civilization 1</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Civilization 2</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Letters</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Biological Science</td>
<td>1</td>
<td>3-4.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Physical Science</td>
<td>1</td>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Social Science</td>
<td>1</td>
<td>3.0</td>
<td>ECON 110*</td>
</tr>
<tr>
<td><strong>Core Enrichment: Electives</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Religion Electives</td>
<td>3-4</td>
<td>6.0</td>
<td>from approved list</td>
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<tr>
<td>Open Electives</td>
<td>Variable</td>
<td>Variable</td>
<td>personal choice</td>
</tr>
</tbody>
</table>

*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

#### Graduation Requirements:

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

#### Suggested Sequence of Courses

<table>
<thead>
<tr>
<th>Year</th>
<th>1st Semester</th>
<th>2nd Semester</th>
<th>3rd Semester</th>
<th>4th Semester</th>
<th>5th Semester</th>
<th>6th Semester</th>
<th>7th Semester</th>
<th>8th Semester</th>
<th>9th Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FRESHMAN YEAR</strong></td>
<td>First-year Writing or A HTG 100</td>
<td>BUS M 180</td>
<td>IS 110</td>
<td>MATH 110, if needed (FWSpSu)</td>
<td>Religion Cornerstone course</td>
<td>General Education</td>
<td>MATH 116 (FWSpSu)</td>
<td>Total Hours 15.0</td>
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</tr>
<tr>
<td><strong>JUNIOR YEAR</strong></td>
<td>BUS M 326</td>
<td>BUS M 442</td>
<td>BUS M 444</td>
<td>BUS M 455</td>
<td>General Education</td>
<td>Religion elective</td>
<td>Total Hours 15.0</td>
<td></td>
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</tr>
<tr>
<td><strong>SOPHOMORE YEAR</strong></td>
<td>First-year Writing or A HTG 100</td>
<td>STAT 121</td>
<td>ACC 200</td>
<td>BUS M 241 (FWSpSu)</td>
<td>Religion Cornerstone course</td>
<td>General Education</td>
<td>Total Hours 15.0</td>
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<tr>
<td><strong>SENIOR YEAR</strong></td>
<td>BUS M 390</td>
<td>BUS M 487</td>
<td>ACC 241</td>
<td>ORG B 321</td>
<td>General Elective</td>
<td>General Elective</td>
<td>Total Hours 15.0</td>
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</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td>15.0</td>
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</tbody>
</table>

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.
**REQUIREMENT 1** Complete 4 courses  
**PREREQUISITES:**  
- ACC 200 - Principles of Accounting 3.0  
- BUS M 241 - Marketing Management 3.0  
- *ECON 110 - Economic Principles and Problems 3.0  
- FIN 201 - Principles of Finance 3.0  

Apply and be formally accepted into the program.

**REQUIREMENT 2** Complete 1 course  
- MATH 112 - Calculus 1 4.0  
- MATH 116 - Essentials of Calculus 1.0  

**REQUIREMENT 3** Complete 5 courses  
- IS 110 - Spreadsheet Skills and Business Analysis 1.0  
- IS 201 - Introduction to Management Information Systems 3.0  
- *M COM 320 - Communication in Organizational Settings 3.0  
- MATH 118 - Finite Mathematics 3.0  
- STAT 121 - Principles of Statistics 3.0  

**REQUIREMENT 4** Complete 1 course  
- BUS M 371R - Entrepreneurship Lecture Series 1.0  

**REQUIREMENT 5** Complete 1 course  
- BUS M 241 - Business Law in the Environment 3.0  
- BUS M 277 - Legal Issues in Entrepreneurship 3.0  

**REQUIREMENT 6** Complete 4 courses  
**MARKETING CORE COURSES:**  
- BUS M 326 - Career Development and Student Mentoring 1.0  
- BUS M 442 - Marketing Research 3.0  
- BUS M 444 - Consumer Behavior 3.0  
- BUS M 455 - Advertising and Promotion Management 3.0  

**REQUIREMENT 7** Complete 1 course  
- BUS M 459 - Marketing Strategy 3.0  

**REQUIREMENT 8** Complete 5 courses  
**MANAGEMENT CORE COURSES:**  
- BUS M 200 - Introduction to Global Supply Chain Management 1.5  
- BUS M 300 - Introduction to Operations Management 1.5  
- BUS M 390 - Ethics for Management 3.0  
- BUS M 487 - Strategy and Economics 3.0  
- ORG B 321 - Organizational Effectiveness 3.0  

**REQUIREMENT 9** Complete 3 courses  
**ELECTIVES:**  
- BUS M 431 - International Marketing 3.0  
- BUS M 450 - Global Business Negotiations 3.0  
- BUS M 452 - Marketing Analytics 3.0  
- BUS M 454 - Professional Selling and Sales Management 3.0  
- BUS M 456 - Retailing Management 3.0  

**BUS M 457 - Internet Marketing of Products and Services 3.0  
BUS M 472 - Entrepreneurial Marketing 3.0**

**REQUIREMENT 10**  
Complete Marriott School exit survey online.

**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 Business after their sophomore 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.

**APPLICATION INFORMATION**  
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:  
- Prerequisite GPA  
- 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**  
Transfer equivalencies for the following courses will not be considered: Acc 310, Fin 201, IS 201, 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 Advisement Center  
Brigham Young University  
460 Tanner Building  
Provo, UT 84602  
(801) 422-4285  
management@byu.edu