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

<table>
<thead>
<tr>
<th>University Core Requirements:</th>
<th>Suggested Sequence of Courses</th>
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</thead>
</table>

University Core Requirements:

**#Classes** | **Hours** | **Classes** |
---|---|---|
Religion Cornerstones | | |
Teachings and Doctrine of The Book of Mormon | 1 | 2.0 | REL A 275 |
Jesus Christ and 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

American Heritage | 1-2 | 3-6.0 | from approved list |
Global and Cultural Awareness | 1 | 3.0 | from approved list |

Skills

First Year Writing | 1 | 3.0 | from approved list |
Advanced Written and Oral Communications | 1 | 3.0 | M COM 320* |
Quantitative Reasoning | 1 | 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 | 1 | 3.0 | from approved list |
Civilization 2 | 1 | 3.0 | from approved list |
Arts | 1 | 3.0 | from approved list |
Letters | 1 | 3.0 | from approved list |
Biological Science | 1 | 3.0 | from approved list |
Physical Science | 1 | 3.0 | 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 |

*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 |

FRESHMAN YEAR

1st Semester
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 |

2nd Semester
First-year Writing or A HTG 100 | 3.0 |
STAT 121 | 3.0 |
ACC 200 | 3.0 |
BUS M 241 (FWSpSu) | 3.0 |
Religion Cornerstone course | 2.0 |
MATH 116 (FWSpSu) | 1.0 |
Total Hours | 15.0 |

SOPHOMORE YEAR

3rd Semester
First-year Writing or A HTG 100 | 3.0 |
ECON 110 | 3.0 |
Religion Cornerstone course | 2.0 |
BUS M 311/381/382 | 1.0 |
General Education courses | 6.0 |
Total Hours | 15.0 |

4th Semester
MATH 118 | 3.0 |
IS 201 (FWSp) | 3.0 |
BUS M 459 | 3.0 |
BUS M 390 | 3.0 |
Marketing Elective | 3.0 |
General Education | 3.0 |
General Elective | 4.0 |
Total Hours | 15.0 |

5th Semester
BUS M 361 | 3.0 |
FIN 201 (FWSp) | 3.0 |
FIN 202 (FWSp) | 3.0 |
Marketing Elective | 3.0 |
General Elective | 3.0 |
Total Hours | 15.0 |

JUNIOR YEAR

5th Semester
BUS M 326 | 1.0 |
BUS M 442 | 3.0 |
BUS M 444 | 3.0 |
BUS M 455 | 3.0 |
General Education | 3.0 |
Religion elective | 2.0 |
Total Hours | 15.0 |

6th Semester
BUS M 497 | 3.0 |
BUS M 498 | 3.0 |
BUS M 499 | 3.0 |
Marketing Elective | 3.0 |
Religion elective | 2.0 |
Marriott School Elective | 3.0 |
General Education courses, and/or general electives | 4.0 |
Total Hours | 15.0 |

SENIOR YEAR

7th Semester
FIN 202 | 3.0 |
FIN 203 | 3.0 |
Marketing Elective | 3.0 |
Religion elective | 2.0 |
Marriott School Elective | 3.0 |
General Education courses, and/or general electives | 4.0 |
Total Hours | 15.0 |

8th Semester
FIN 204 | 3.0 |
FIN 205 | 3.0 |
Marketing Elective | 3.0 |
Religion elective | 2.0 |
Marriott School Elective | 3.0 |
General Education courses, and/or general electives | 4.0 |
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.
### BS in Marketing (326425)
#### 2017-2018 Program Requirements (64 - 67 Credit Hours)

<table>
<thead>
<tr>
<th>REQUIREMENT 1</th>
<th>Complete 4 courses</th>
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<tbody>
<tr>
<td><strong>PREREQUISITES:</strong></td>
<td></td>
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<tr>
<td>ACC 200 - Principles of Accounting</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS M 241 - Marketing Management</td>
<td>3.0</td>
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<tr>
<td>&quot;ECON 110 - Economic Principles and Problems</td>
<td>3.0</td>
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<tr>
<td>FIN 201 - Principles of Finance</td>
<td>3.0</td>
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<tr>
<td><strong>Application and be formally accepted into the program.</strong></td>
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<thead>
<tr>
<th>REQUIREMENT 2</th>
<th>Complete 1 course</th>
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<tbody>
<tr>
<td>MATH 112 - Calculus 1</td>
<td>4.0</td>
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<tr>
<td>MATH 116 - Essentials of Calculus</td>
<td>1.0</td>
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<tr>
<th>REQUIREMENT 3</th>
<th>Complete 5 courses</th>
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<tbody>
<tr>
<td>IS 110 - Spreadsheet Skills and Business Analysis</td>
<td>1.0</td>
</tr>
<tr>
<td>IS 201 - Introduction to Management Information Systems</td>
<td>3.0</td>
</tr>
<tr>
<td>&quot;M COM 320 - Communication in Organizational Settings</td>
<td>3.0</td>
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<tr>
<td>MATH 118 - Finite Mathematics</td>
<td>3.0</td>
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<tr>
<td>STAT 121 - Principles of Statistics</td>
<td>3.0</td>
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<tr>
<th>REQUIREMENT 4</th>
<th>Complete 1 course</th>
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<tbody>
<tr>
<td>BUS M 380 - Executive Lectures</td>
<td>1.0</td>
</tr>
<tr>
<td>BUS M 371R - Entrepreneurship Lecture Series</td>
<td>1.0</td>
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<tr>
<th>REQUIREMENT 5</th>
<th>Complete 1 course</th>
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<tbody>
<tr>
<td>ACC 241 - Business Law in the Environment</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS M 277 - Legal Issues in Entrepreneurship</td>
<td>3.0</td>
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<tr>
<th>REQUIREMENT 6</th>
<th>Complete 4 courses</th>
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<tbody>
<tr>
<td>BUS M 326 - Career Development and Student Mentoring</td>
<td>1.0</td>
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<tr>
<td>BUS M 442 - Marketing Research</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS M 444 - Consumer Behavior</td>
<td>3.0</td>
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<tr>
<td>BUS M 455 - Advertising and Promotion Management</td>
<td>3.0</td>
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<tr>
<th>REQUIREMENT 7</th>
<th>Complete 1 course</th>
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<tbody>
<tr>
<td>BUS M 459 - Marketing Strategy</td>
<td>3.0</td>
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<tr>
<th>REQUIREMENT 8</th>
<th>Complete 5 courses</th>
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<tbody>
<tr>
<td>BUS M 200 - Introduction to Global Supply Chain Management</td>
<td>1.5</td>
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<tr>
<td>BUS M 300 - Introduction to Operations Management</td>
<td>1.5</td>
</tr>
<tr>
<td>BUS M 390 - Ethics for Management</td>
<td>3.0</td>
</tr>
<tr>
<td>BUS M 487 - Strategy and Economics</td>
<td>3.0</td>
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<tr>
<td>ORG B 321 - Organizational Effectiveness</td>
<td>3.0</td>
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<tr>
<th>REQUIREMENT 9</th>
<th>Complete 3 courses</th>
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<tbody>
<tr>
<td>BUS M 431 - International Marketing</td>
<td>3.0</td>
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| 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