## University Core and Graduation Requirements

### University Core Requirements:

<table>
<thead>
<tr>
<th>Requirements</th>
<th>#Classes</th>
<th>Hours</th>
<th>Classes</th>
</tr>
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<tbody>
<tr>
<td>Religion Cornerstones</td>
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<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
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<td>The Eternal Family</td>
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<td>The Individual and Society</td>
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<td>American Heritage</td>
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<tr>
<td>Global and Cultural Awareness</td>
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<td>Arts, Letters, and Sciences</td>
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<tr>
<td>Letters</td>
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<td>Social Science</td>
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<td>ECON 110*</td>
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<td>Core Enrichment: Electives</td>
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<td>Religion Electives</td>
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<tr>
<td>Open Electives</td>
<td>Variable</td>
<td>Variable</td>
<td>personal choice</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

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## Suggested Sequence of Courses

### FRESHMAN YEAR

- **1st Semester**
  - First Year Writing: 3.0
  - MSB 180 (recommended): 1.0
  - MKTG 201: 3.0
  - Religion Cornerstone: 2.0
  - General Education: 6.0
  - Total Hours: 15.0

- **2nd Semester**
  - ACC 200: 3.0
  - MATH 118: 3.0
  - IS 110: 1.0
  - Religion Cornerstone: 2.0
  - General Education: 6.0
  - Total Hours: 15.0

### SOPHOMORE YEAR

- **3rd Semester**
  - FIN 201: 3.0
  - STAT 121: 3.0
  - MSB 494R (recommended): 3.0
  - MATH 116: 1.0
  - Religion Cornerstone: 2.0
  - General Education: 3.0
  - Total Hours: 15.0

- **4th Semester**
  - IS 201: 3.0
  - ECON 110: 3.0
  - MSB 380 or MSB 381: 1.0
  - Religion Cornerstone: 2.0
  - General Education: 6.0
  - Total Hours: 15.0

### JUNIOR YEAR

- **5th Semester**
  - MKTG 401: 3.0
  - MKTG 402: 3.0
  - MKTG 403: 3.0
  - MKTG 326: 1.0
  - Religion elective: 2.0
  - Total Hours: 15.0

- **6th Semester**
  - MSB 494R (recommended): 3.0
  - MATH 116: 1.0
  - IS 110: 1.0
  - Religion Cornerstone: 2.0
  - General Education: 6.0
  - Total Hours: 15.0

### SENIOR YEAR

- **7th Semester**
  - HRM 391: 3.0
  - Marketing elective: 3.0
  - Marketing elective: 3.0
  - Religion elective: 2.0
  - General Education: 3.0
  - Open elective(s): 1.0
  - Total Hours: 15.0

- **8th Semester**
  - MSB 390: 3.0
  - Marketing elective: 3.0
  - ACC 241 or ENT 412: 3.0
  - Open elective(s): 6.0
  - Total Hours: 15.0

### BS in Marketing (326425) MAP Sheet

Business, Marketing and Global Supply Chain

For students entering the degree program during the 2019-2020 curricular year.

BYU 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 BYU Marriott Undergraduate Advisement Center.

**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)*

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Hours</th>
<th>Classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year Writing</td>
<td>3.0</td>
<td>REL A 275</td>
</tr>
<tr>
<td>MSB 180 (recommended)</td>
<td>1.0</td>
<td>REL A 250</td>
</tr>
<tr>
<td>MKTG 201</td>
<td>3.0</td>
<td>REL C 225</td>
</tr>
<tr>
<td>Religion Cornerstone</td>
<td>2.0</td>
<td>REL C 200</td>
</tr>
<tr>
<td>General Education</td>
<td>6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td>Total Hours</td>
<td>15.0</td>
<td></td>
</tr>
</tbody>
</table>

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<tr>
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</thead>
<tbody>
<tr>
<td>ACC 200</td>
<td>3.0</td>
<td>MATH 118</td>
</tr>
<tr>
<td>IS 110</td>
<td>1.0</td>
<td>M COM 320</td>
</tr>
<tr>
<td>Religion Cornerstone</td>
<td>2.0</td>
<td>STRAT 392</td>
</tr>
<tr>
<td>General Education</td>
<td>6.0</td>
<td>GSCM 200</td>
</tr>
<tr>
<td>Total Hours</td>
<td>15.0</td>
<td>GSCM 300</td>
</tr>
</tbody>
</table>

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/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
- FIN 201 - Principles of Finance 3.0
- IS 201 - Introduction to Management Information Systems 3.0
- MKTG 201 - Marketing Management 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**
- ECON 110 - Economic Principles and Problems 3.0
- IS 110 - Spreadsheet Skills and Business Analysis 1.0
- *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**
- ENT 381 - Entrepreneurship Lecture Series 1.0
- MSB 380 - Executive Lectures 1.0
- MSB 381R - Social Innovation Lecture Series 1.0

**REQUIREMENT 5 Complete 1 course**
- ACC 241 - Business Law in the Environment 3.0
- ENT 302 - Legal Issues in Entrepreneurship 3.0

**REQUIREMENT 6 Complete 4 courses**

**MARKETING CORE COURSES:**
- MKTG 326 - Career Development and Student Mentoring 1.0
- MKTG 401 - Marketing Research 3.0
- MKTG 402 - Consumer Behavior 3.0
- MKTG 403 - Advertising and Promotion Management 3.0

**REQUIREMENT 7 Complete 1 course**
- MKTG 429 - Marketing Strategy 3.0

**REQUIREMENT 8 Complete 5 courses**

**BUSINESS CORE COURSES:**
- GSCM 305 - Introduction to Global Supply Chain Management 1.5
- GSCM 310 - Global Supply Chain Management 1.5
- HRM 391 - Organizational Effectiveness 3.0
- MSB 390 - Ethics for Management 3.0
- STRAT 392 - Strategy and Economics 3.0

**REQUIREMENT 9 Complete 3 courses**

<table>
<thead>
<tr>
<th>ELECTIVES</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>GSCM 411 - Global Business Negotiations</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 411 - Marketing Analytics</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 412 - Professional Selling and Sales Management</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 413 - Retailing Management</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 414 - Entrepreneurial Marketing</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 415 - Internet Marketing of Products and Services</td>
<td>3.0</td>
</tr>
<tr>
<td>MKTG 416 - International Marketing</td>
<td>3.0</td>
</tr>
</tbody>
</table>

**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 major 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 major 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 at the end of their sophomore year, as soon as they have completed the prerequisite courses. BYU 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 BYU Marriott Undergraduate Advisement Center.

### APPLICATION INFORMATION

All new students entering the BYU Marriott School 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. Visit the BYU Marriott Undergraduate Advisement Center for more information.

### TRANSFER INFORMATION

Transfer equivalencies for the following courses will not be considered: ACC 310, 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