BS in Marketing (326425) MAP Sheet
Business, Marketing and Global Supply Chain
For students entering the degree program during the 2020-2021 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.

<table>
<thead>
<tr>
<th>University Core and Graduation Requirements</th>
<th>Suggested Sequence of Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>University Core Requirements:</strong></td>
<td><strong>FRESHMAN YEAR</strong></td>
</tr>
<tr>
<td><strong>Religion Cornerstones</strong></td>
<td><strong>1st Semester</strong></td>
</tr>
<tr>
<td>Teachings and Doctrine of The Book of Mormon</td>
<td>REL A 275</td>
</tr>
<tr>
<td>Jesus Christ and the Everlasting Gospel</td>
<td>REL A 250</td>
</tr>
<tr>
<td>Foundations of the Restoration</td>
<td>REL C 225</td>
</tr>
<tr>
<td>The Eternal Family</td>
<td>REL C 200</td>
</tr>
<tr>
<td><strong>The Individual and Society</strong></td>
<td><strong>2nd Semester</strong></td>
</tr>
<tr>
<td>American Heritage</td>
<td>STAT 121</td>
</tr>
<tr>
<td>Global and Cultural Awareness</td>
<td>IS 110</td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td>General Education</td>
</tr>
<tr>
<td>First Year Writing</td>
<td>Religion Cornerstone</td>
</tr>
<tr>
<td>Advanced Written and Oral Communications</td>
<td>General Education</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>Religion Cornerstone</td>
</tr>
<tr>
<td>Languages of Learning (Math or Language)</td>
<td>General Education</td>
</tr>
<tr>
<td>Civilization 1</td>
<td>Open Elective</td>
</tr>
<tr>
<td>Civilization 2</td>
<td><strong>Total Hours</strong></td>
</tr>
<tr>
<td>Arts</td>
<td>STAT 121</td>
</tr>
<tr>
<td>Letters</td>
<td>IS 110</td>
</tr>
<tr>
<td>Biological Science</td>
<td>General Education</td>
</tr>
<tr>
<td>Physical Science</td>
<td>Religion Cornerstone</td>
</tr>
<tr>
<td>Social Science</td>
<td>General Education</td>
</tr>
<tr>
<td><strong>Core Enrichment: Electives</strong></td>
<td><strong>Total Hours</strong></td>
</tr>
<tr>
<td>Religion Electives</td>
<td>STAT 121</td>
</tr>
<tr>
<td>Open Electives</td>
<td>GSCM 305</td>
</tr>
<tr>
<td><strong>Graduation Requirements:</strong></td>
<td>GSCM 310</td>
</tr>
<tr>
<td>Minimum residence hours required</td>
<td>Religion elective</td>
</tr>
<tr>
<td>Minimum hours needed to graduate</td>
<td>General Education</td>
</tr>
</tbody>
</table>

*These courses fill both University Core and Program Requirements (12 hours overlap)

For General Education and Program Questions Contact the Advisement Center in 460 TNRB

Most applicants apply to the BYU Marriott School of Business 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/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.
BS in Marketing (326425)  
2020-2021 Program Requirements (64 Credit Hours)

**REQUIREMENT 1** Complete 2 options

**OPTION 1.1** Complete 2 courses  
IS 301 - Introduction to Management Information Systems  
MKTG 201 - Marketing Management  

**OPTION 1.2** Complete 3.0 hours from the following course(s)  
* ACC 200 - Principles of Accounting  
* ECON 110 - Economic Principles and Problems  
* FIN 201 - Principles of Finance  
* GSCM 305 - Introduction to Global Supply Chain Management  
* MSB 381R - Social Innovation Lecture Series  
* MSB 380  
* ENT 382  
* STAT 121  
* IS 110  
* ACC 200  
* ECON 110  
* ENT 382  
* STAT 121  

Apply and be formally accepted into the program.

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

**REQUIREMENT 3** Complete 1 course  
ENT 381 - Entrepreneurship Lecture Series  
ENT 382 - Technology Entrepreneurship Lecture Series  
MSB 380 - Executive Lectures  
MSB 381R - Social Innovation Lecture Series  
ACC 241 - Business Law in the Environment  
ENT 302 - Legal Issues in Entrepreneurship  

**REQUIREMENT 4** Complete 5 courses  
MKTG 326 - Career Development and Student Mentoring  
MKTG 401 - Marketing Research  
MKTG 402 - Consumer Behavior  
MKTG 403 - Advertising and Promotion Management  
MSB 325 - Introductory Business Analytics  
MKTG 380 - Supply Chain Management in International Business  
MKTG 410 - Professional Selling and Sales Management  
MKTG 413 - Retailing Management  
MKTG 414 - Entrepreneurial Marketing  
MKTG 415 - Digital Marketing  
MKTG 416 - International Marketing  
MKTG 417 - Creativity and Design in Marketing  
MKTG 585R - Pre-PhD Marketing Seminar-Research Topics and Methods  

**OPTION 1.2** Complete 3.0 hours from the following course(s)  
* GSCM 310  
* GSCM 305  
* FIN 201  
* ECON 110  
* IS 110  
* ENT 382  

**REQUIREMENT 5** Complete 3 courses  
GSCM 310 - Supply Chain Management in International Business  
GSCM 305 - Introduction to Global Supply Chain Management  
FIN 201 - Principles of Finance  
ECON 110 - Principles of Economics  
ACC 200 - Principles of Accounting  
STAT 121 - Principles of Statistics  

**REQUIREMENT 6** Complete 2 options  
* MGMT 301 - Organizational Behavior  
* HRM 391 - Organizational Effectiveness  
* MSB 390 - Ethics for Management  
* STRAT 392 - Strategy and Economics  

**REQUIREMENT 7** Complete 3 courses  
MKTG 411 - Global Business Negotiations  
MKTG 411 - Marketing Analytics  
MKTG 412 - Professional Selling and Sales Management  
MKTG 413 - Retailing Management  
MKTG 414 - Entrepreneurial Marketing  
MKTG 415 - Digital Marketing  
MKTG 416 - International Marketing  
MKTG 417 - Creativity and Design in Marketing  
MKTG 585R - Pre-PhD Marketing Seminar-Research Topics and Methods  

**REQUIREMENT 8** Complete 3 courses  
GSCM 411 - Global Business Negotiations  
MKTG 411 - Marketing Analytics  
MKTG 412 - Professional Selling and Sales Management  
MKTG 413 - Retailing Management  
MKTG 414 - Entrepreneurial Marketing  
MKTG 415 - Digital Marketing  
MKTG 416 - International Marketing  
MKTG 417 - Creativity and Design in Marketing  
MKTG 585R - Pre-PhD Marketing Seminar-Research Topics and Methods  

**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 displaying 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 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: 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.
<table>
<thead>
<tr>
<th>BS in Marketing (326425)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020-2021</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ADVISEMENT CENTER INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marriott School of Business Undergraduate Advisement Center</td>
</tr>
<tr>
<td>Brigham Young University</td>
</tr>
<tr>
<td>460 Tanner Building</td>
</tr>
<tr>
<td>Provo, UT 84602</td>
</tr>
<tr>
<td>801-422-4285</td>
</tr>
<tr>
<td><a href="mailto:msb_advisement@byu.edu">msb_advisement@byu.edu</a></td>
</tr>
</tbody>
</table>