

Marketing

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CAREER OPPORTUNITIES

For those trained in marketing, career opportunities are available in advertising, brand and product management, customer affairs, industrial marketing, international marketing, marketing management science and systems analysis, marketing research, new product planning, marketing logistics (physical distribution), public relations, purchasing, retail management, internet marketing, and sales and sales management.

JOB OUTLOOK

Almost a third of all Americans are employed in marketing-related positions. From large corporations to small companies, both in manufacturing and service areas, firms rely on marketers. There is also a growing trend to use marketing in nonprofit organizations, such as colleges, libraries, and hospitals.

PROGRAMS

Students in Marketing may receive a Bachelor of Science Degree in Business with a Marketing Specialization. An Associate in Science (AS) Woodbury School of Business transfer degree is available for students planning to transfer to another college or university in Utah. (See the Woodbury School of Business section of the

catalog for details on the AS degree.)

BS in Business Management with an Emphasis in Marketing and International Business 123 CREDITS

General Education Requirements: 36 Credits

- ENGL 1010 Introduction to Writing 3.0
- ENGL 2010 Intermediate Writing--Humanities/
Social Sciences 3.0
- or ENGL 2020 Intermediate Writing--Science and
Technology (3.0)
- MATH 1050 College Algebra 4.0
- or An Advanced Placement (AP) Mathematics Test with a
score of 3 or higher
- Complete one of the following: 3.0
- HIST 2700 US History to 1877 (3.0)
- and HIST 2710 US History since 1877 (3.0)
- HIST 1700 American Civilization (3.0)
- HIST 1740 US Economic History (3.0)
- POLS 1000 American Heritage (3.0)
- POLS 1100 American National Government (3.0)

- Complete the following:
- PHIL 2050 Ethics and Values 3.0
 - HLTH 1100 Personal Health and Wellness (2.0)
 - PES 1097 Fitness for Life 2.0

Distribution Courses

- ECON 2020 Macroeconomics * (fulfills Social/
Behavioral Science credit) 3.0
- Biology 3.0
- Physical Science 3.0
- Additional Biology or Physical Science 3.0
- Humanities Distribution 3.0
- Fine Arts Distribution 3.0

Discipline Core Requirements: 50 Credits

Business Foundation Courses:

- ACC 2010 Financial Accounting 3.0
- ACC 2020 Managerial Accounting 3.0
- Business Computer Proficiency Exam **
- or DGM 2010 Business Computer Proficiency 3.0
- MATH 1100 Introduction to Calculus 4.0
- MGMT 2200 Business Communications * 3.0
- ECON 2010 Microeconomics 3.0
- MGMT 2340 Business Statistics I 3.0
- MGMT 2390 Effective Business Presentations 3.0

Business Core Courses:

- INFO 3120 Principles of Information Systems--
A Managerial Approach 3.0
- FIN 3100 Principles of Finance* 3.0
- LEGL 3000 Business Law 3.0
- MGMT 3010 Principles of Management 3.0
- MGMT 3450 Operations Management* 3.0
- MGMT 3600 Principles of Marketing 3.0
- MGMT 3890 Career Preparation 2.0
- MGMT 4800 Strategic Management* 3.0
- MGMT 4830 Strategic Management Capstone 1.0
Simulation
- MGMT 493R Entrepreneurship Lecture Series (1.0)
- or MGMT 495R Executive Lecture Series 1.0

Emphasis:

Complete one of the following:

- International Business 27.0
- Marketing 27.0

Elective Requirements: 10 Credits

Select 10 credits of General Education courses 10.0

Graduation Requirements:

- 1 Completion of a minimum of 123 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
- 2 Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all Woodbury School of Business courses. No grade lower than a "C-" in core and specialization courses.
- 3 Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
- 4 Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.
- 5 Students completing a bachelor degree following the 2008 or later catalog must complete one course that meets the Global/Intercultural Requirement, indicated by a course number ending in G. For a complete listing, see page 25.

NOTE: Students will be limited to 15 hours of upper-division credit until MATRICULATION is completed.

Footnotes:

** Students will be required to complete the Business Computer Proficiency exam with a score of 80 percent or higher or complete the DGM 2010 course with a score of 80 percent or higher.

* Courses with an asterisk (*) cannot be taken until student is matriculated.

Emphasis in International Business 27 Credits

Emphasis Requirements: 12 Credits

- MGMT 332G Cross-Cultural Communications for
International Business 3.0
- MGMT 3350 International Marketing 3.0
- MGMT 4180 International Finance Management* 3.0
- MGMT 4870 International Management* 3.0

Emphasis Elective Requirements: 15 Credits

Complete 15 pre-approved elective credits. See advertisement for list of specific courses.

Emphasis in Marketing 27 Credits

Emphasis Requirements: 27 Credits

- MGMT 330G Survey of International Business 3.0
- MGMT 3350 International Marketing 3.0
- MGMT 4600 Marketing Research 3.0
- MGMT 4650 Strategic Marketing 3.0

Choose 15 credits from the following list: 15.0

- MGMT 3220 Retail Management
- MGMT 3620 Consumer Behavior
- MGMT 3630 Services Marketing
- MGMT 3650 Selling and Sales Management
- MGMT 3660 Internet Marketing
- MGMT 3670 Advertising and Promotion
- MGMT 481R Internship (Limit of 6 credits)

See Course Descriptions section of the catalog for detailed course information. This department manages the following course prefixes:

- HM, Hospitality Management
- MGMT, Business Management