

Marketing Emphasis

Management Core I (12.0 credit hours)

Management Core I courses are **requirements not prerequisites** for admission to the Marriott School (see *Pre-Management Flowchart for prerequisites*). Core I courses must be completed before the Management Integrated Core. Students may register for these courses before formal admittance to the MSM.

Acc 210 (FWSpSu) Principles of Accounting 2 <i>(Acc 202 is the transfer equivalent for Acc 210 if Acc 201 was taken)</i> Prerequisite: Acc 200 (3.0)	I Sys 201 (FWSpSu) Introduction to Management Information Systems Prerequisites: I Sys 100 /101 (3.0)	M Com 320* (FWSpSu) Business Writing GE: Advanced Writing (3.0)	Bus M 301* (FWSpSu) Financial Management <i>(Acc 210 is recommended to be taken as a prerequisite, it may be taken concurrently)</i> (3.0)
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*To gain admission to M Com 320 and Bus M 301: fill out a "Core I Continuance" form online (<http://marriottschool.byu.edu/management/forms.cfm>); have one grade in a pre-management course (Acc 200, Econ 110, Math 119, Stat 221) and be enrolled in or registered for the others; have a 3.0 pre-management GPA; be a pre-management major; and fill out a graduation plan as part of the form.

Bus M 320 & Bus M 321
Must be taken during the first semester of admission to the Marriott School

Bus M 320 (FWSp) Orientation Course (0.5)	Bus M 321 (FWSp) Mentor Program (0.5)
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Management Integrated Core (15.0) FWSp/Su

You must be admitted to the MSM to enroll in these Integrated courses and they must be taken during the same semester or divided over Spring/ Summer terms. No transfer classes may be substituted for any of the Integrated Core Classes. Prerequisites: Acc 210, M Com 320, I Sys 201, Bus M 301.

ManEc - choose one: ManEc 300 Market Sys ManEc 358 Int'l Economics ManEc 387 Strategy (3.0)	Bus M 341 Marketing Management (3.0)	Org B 321 Organizational Effectiveness (3.0)	Bus M 361 Supply Chain Management (3.0)	Bus M 390 Ethics for Management (3.0)
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Marketing Emphasis Requirements & Electives (15.0)

- Complete **both** of the following emphasis requirements:
Bus M 442 Marketing Research (FW)
Bus M 459 Marketing Strategy (FW)
- Complete **three** of the following emphasis electives:
Bus M 431 International Marketing (FW)
Bus M 444 Consumer Behavior (W)
Bus M 450 International Negotiations (W)
Bus M 454 Professional Selling & Sales Management (FW)
Bus M 455 Promotion Management (F)
Bus M 457 Internet Marketing of Products & Services (F)
Bus M 463 Quality Management (W)
Bus M 469 Integrated Supply Chain Management (F)
Bus M 472 Entrepreneurial Marketing (FW)

The following classes may be combined in the suggested way for students wanting to focus on Global Marketing:

- Complete all **four** of the following emphasis requirements:
Bus M 430* Introduction to International Business
Bus M 431 International Marketing
Bus M 442 Marketing Research
Bus M 459 Marketing Strategy
(*Bus M 430 will not count as an emphasis class unless taken with Bus M 431)
- Choose **one** emphasis elective:
Bus M 450 International Negotiations
Bus M 454 Professional Selling & Sales Management

NOTES: **Transfer credit:** A limit of 12 hours of upper division credit will be accepted. Only 6 hours are permitted to substitute for courses beyond the Management Integrated Core. **Average GPA Requirement for Graduation:** Major GPA: 2.25; Overall GPA: 2.00

Additional Requirements (10.0)

Lecture Series (FW) choose one: Bus M 371R Entrepreneurship Bus M 380 Executive Bus M 382 Special Topics (1.0)	Acc 241 (FWSpSu) Business Law (3.0)	Bus M 498 (FWSpSu) Strategic Management Take after the Integrated Core (3.0)	ManEc 453 (FWSp) or ManEc 301 Banking and Business (3.0) Should be taken after Bus M 301
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