

Fall 2021 Incoming Students

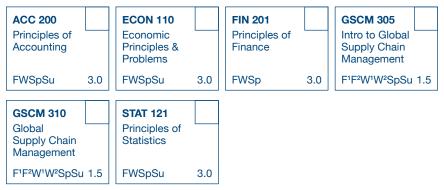


Marketing Prereqs

Complete before application deadline.



Complete at least three credit hours to meet prereq requirement.*



* Highest average grade of any three credit hours will be used for application purposes only. Remaining required courses must be completed before or after admittance.

Suggested Precore Courses

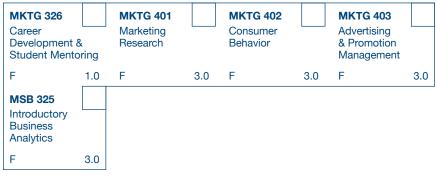
May be taken before or after admittance.

| IS 110 | | M COM 320 | | MSB 180 | | MSB 326 X | |
|--|-----|--|-----|----------------------------------|-----------|--|-----|
| Spreadsheet Skills & Busine Analysis | ss | Communication in Organization Settings | | Business Caree Lecture Series | er i i | Career Development & Student Mento | |
| FWSp | 1.0 | FWSpSu | 3.0 | FW | 1.0 | W | 1.0 |

Marketing Core

Complete after admittance.

Complete junior year, fall envelope.



Complete junior capstone.



Complete after junior year.



Additional Courses

May be taken before or after admittance.



Complete one lecture series.

| ENT 381 | | ENT 382 | | MSB 380 | | MSB 381R | |
|---------------------------------|-----|---|-----|-----------------------------|-----|----------------------------------|-----|
| Entrepreneurs Lecture Series | | Technology Entrepreneurs Lecture Series | | Executive Lecture Series | | Social Innovat Lecture Series | - |
| FW | 1.0 | FW | 1.0 | FWSp | 1.0 | FW | 1.0 |

---- Recommended, not required



Complete one course.

| ACC 241 Business Law in the Environm | lent | ENT 302 Legal Issues in Entrepreneurship | | | | |
|--|------|--|-----|--|--|--|
| FWSpSu | 3.0 | FW | 3.0 | | | |

Complete after admittance.

| HRM 391 Organizational Effectiveness | | MSB 390 Ethics for Management | | STRAT 392 Strategy & Economics | |
|--|-----|-------------------------------------|-----|--------------------------------------|-----|
| FWSu | 3.0 | FWSp | 3.0 | FWSp | 3.0 |

Electives

Complete after admittance.

Complete three approved marketing electives.

| Elective 1 | | Elective 2 🗕 | | Elective 3 🗕 | |
|--|-----|--|-----|--|---|
| See MyMap or academic advisor for elective options | | See MyMap or academic advisor for elective options | | See MyMap or academic advisor for elective options | |
| | 3.0 | | 3.0 | 3.0 | D |

Before Graduating

Complete exit survey at marriott.byu.edu/exitsurvey

Exit Survey

Graduation Requirements

GPA Major: 2.25 Overall: 2.0 Credit Hours Major: 64.0 Total: 120.0

Will not double count for capstone/electives