

Marketing, B.A.

The Marketing Department offers students three different tracks each providing a theoretical and in-depth professional preparation in the field. The Marketing Management track which provides a broad base of experiential classes and the most flexibility in scheduling for employed students. The Digital Marketing track which provides courses in internet marketing, social media, and web analytics. The Sales track which prepares students for a career in sales with courses in personal selling, sales management, and sales analytics. Whichever track is chosen, a professional internship is highly encouraged.

Matriculation Requirements

Code	Title	Credit Hours
Complete one of the following:		
My Educator ¹		
IM 2600	Spreadsheet Applications	
IM 2010	Business Computer Proficiency	
ACC 2110	Principles of Accounting I	3
ECON 2010	Principles of Economics I SS	3
MKTG 220G	Written Business Communication GI WE	3
MKTG 2390	Professional Business Presentations	3
MGMT 2340	Business Statistics I	3
or STAT 2040	Principles of Statistics QL	
MGMT 2400	Data Analytics for Business	3

- Students will be limited to 9 hours of upper-division credit until matriculation is completed.
- Students cannot take MGMT 3450, and MGMT 4860 until matriculation courses are completed

* My Educator requires a score of 80% or better while IM 2010 or IM 2600 require a grade of B- or better.

Program Requirements

Code	Title	Credit Hours
Total Credit Hours		120
General Education Requirements		36 Credits
ENGL 1010	Introduction to Academic Writing CC	3
or ENGH 1005	Literacies and Composition Across Contexts CC	
ENGL 2010	Intermediate Academic Writing CC	3
Complete one of the following:		3
MATH 1050	College Algebra QL (4)	
MATH 1055	College Algebra with Preliminaries QL (5)	
MATH 1090	College Algebra for Business QL (3)	
An Advanced Placement (AP) Mathematics Test with a score of 3 or higher		
Complete one of the following:		3
HIST 2700 & HIST 2710	US History to 1877 AS and US History since 1877 AS (6)	
HIST 1700	American Civilization AS (3)	
HIST 1740	US Economic History AS (3)	
POLS 1000	American Heritage AS (3)	
POLS 1100	American National Government AS (3)	
Complete the following:		
PHIL 2050	Ethics and Values IH	3
HLTH 1100	Personal Health and Wellness TE	2
or EXSC 1097	Fitness for Life TE	

Distribution Courses:		
ECON 2010	Principles of Economics I SS (as a matriculation requirement, a grade of C- or higher is required)	3
Biology		3
Physical Science		3
Additional Biology or Physical Science		3
Humanities Distribution	(Any Foreign Language 202G/2020 course)	4
Fine Arts Distribution		3
Discipline Core Requirements		
Matriculation Courses:		15
		Credits
ACC 2110	Principles of Accounting I	3
Complete one of the following: ²		
My Educator		
IM 2010	Business Computer Proficiency (3)	
IM 2600	Spreadsheet Applications (3)	
MGMT 2340	Business Statistics I	3
or STAT 2040	Principles of Statistics QL	
MKTG 220G	Written Business Communication GI WE (Complete with a B- grade or higher)	3
MKTG 2390	Professional Business Presentations	3
MGMT 2400	Data Analytics for Business	3
Note: ECON 2010 is also a matriculation course. Students will be limited to 9 hours of upper-division credit until matriculation is completed.		
Business Core Courses:		16
		Credits
MGMT 295R	Executive Lecture Series	1
or ENTR 293R	Entrepreneurship Lecture Series	
FIN 3100	Principles of Finance	3
MGMT 3450	Operations Management ¹	3
MGMT 3000	Organizational Behavior WE	3
MKTG 3600	Principles of Marketing	3
MGMT 4860	Business Strategy Formulation and Implementation	3
Marketing Core Courses:		21
		Credits
MKTG 1890	Introduction to Careers in Business	1
MKTG 3890	Business Career Strategy	2
MKTG 3300	Marketing Analytics	3
MKTG 3650	Professional Selling	3
MKTG 3660	Digital Marketing	3
MKTG 3700	Fundamentals of Product Management	3
MKTG 4600	Customer Experience	3
MKTG 4650	Marketing Management Capstone ¹	3
or MKTG 4150	Digital Marketing Capstone	
Elective Requirements		32
		Credits
Complete 15 credits of marketing electives from the following list: ⁴		
MKTG 3170	Digital Advertising (3)	
MKTG 3220	Retail Management (3)	
MKTG 335G	International Marketing GI (3)	
MKTG 3460	Internal Marketing and Corporate Imaging (3)	
MKTG 3620	Consumer Behavior (3)	
MKTG 3630	Services Marketing (3)	
MKTG 3640	Sales Management (3)	
MKTG 3670	Advertising and Promotion (3)	
MKTG 3680	Marketing with Social Media (3)	

MKTG 3685	Content Marketing (3)	
MKTG 3690	Digital Marketing Analytics (3)	
MKTG 4300	Marketing Data Science (3)	
MKTG 4400	Competitive Intelligence (3)	
MKTG 4610	Sales Operations (3)	
MKTG 4620	Advanced Professional Selling (3)	
MKTG 459R	Advanced Topics in Marketing (3)	
Complete 3 credits of internship:		3
MKTG 481R	Marketing Internship (1-3) ³	
MKTG 482R	Sales Internship (1-4) ³	
MKTG 483R	Digital Marketing Internship (1-3) ³	
Complete 12 credits of any foreign language course 1010, 1020, 2010 sequence		12
Complete 2 elective credits 1000 or higher.		2

1

Course cannot be taken until student is matriculated.

2

Students will be required to complete My Educator with 80% or higher or IM 2010 Business Computer Proficiency or IM 2600 Spreadsheet Applications with a grade of B- or higher.

3

Maximum of 3 credits of internship count toward marketing electives.

4

Transfer students needing global/intercultural credit should take MKTG 335G as one of the elective courses.

Graduation Requirements

1. Completion of a minimum of 120 semester credits required in the BA 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. Successful completion of at least one Global/Intercultural course.
6. Successful completion of at least two Writing Enriched (WE) courses.

NOTE: Students will be limited to 9 hours of upper-division credit until matriculation is completed.

Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

First Year

Semester 1		Credit Hours
ENGL 1010 or ENGH 1005	Introduction to Academic Writing CC or Literacies and Composition Across Contexts CC	3
Fine Arts Distribution		3
Physical Science Distribution		3
HLTH 1100 or EXSC 1097	Personal Health and Wellness TE or Fitness for Life TE	2
Language (1010 Level)		4
Credit Hours		15
Semester 2		
American Institutions		3
Biology Distribution		3
Complete one of the following:		3
MATH 1050	College Algebra QL	

MATH 1055	College Algebra with Preliminaries QL	
MATH 1090	College Algebra for Business QL	
Language (1020 level)		4
ENGL 2010	Intermediate Academic Writing CC	3
Credit Hours		16
Second Year		
Semester 3		
PHIL 2050	Ethics and Values IH	3
MGMT 2400	Data Analytics for Business	3
ECON 2010	Principles of Economics I SS	3
MKTG 220G	Written Business Communication GI WE	3
Language (2010 level)		4
Credit Hours		16
Semester 4		
Humanities Distribution (Lang 202G/2020 level)		4
ACC 2110	Principles of Accounting I	3
MKTG 1890	Introduction to Careers in Business	1
MGMT 295R or ENTR 293R	Executive Lecture Series or Entrepreneurship Lecture Series	1
MKTG 2390	Professional Business Presentations	3
Third Science Distribution		3
Complete one of the following:		
My Educator		
IM 2010	Business Computer Proficiency	
IM 2600	Spreadsheet Applications	
Credit Hours		15
Third Year		
Semester 5		
MKTG 3890	Business Career Strategy	2
MKTG 4600	Customer Experience	3
MKTG 3600	Principles of Marketing	3
MGMT 3000	Organizational Behavior WE	3
MGMT 2340	Business Statistics I	3
Credit Hours		14
Semester 6		
FIN 3100	Principles of Finance	3
MGMT 3450	Operations Management	3
MKTG 3300	Marketing Analytics	3
MKTG 3700	Fundamentals of Product Management	3
MKTG 3650	Professional Selling	3
Credit Hours		15
Fourth Year		
Semester 7		
MKTG 3660	Digital Marketing	3
MKTG ELECTIVES		3
MKTG ELECTIVES		3
MKTG ELECTIVES		3
General Elective		2
Credit Hours		14
Semester 8		
MGMT 4860	Business Strategy Formulation and Implementation	3
MKTG 4650	Marketing Management Capstone	3
Complete one of the following:		3
MKTG 481R	Marketing Internship	
MKTG 482R	Sales Internship	
MKTG 483R	Digital Marketing Internship	
MKTG Elective		3
MKTG Elective		3
Credit Hours		15
Total Credit Hours		120

Program Learning Outcomes

1. Analyze quantitatively and qualitatively market conditions for insights that inform marketing strategy, campaigns, and plans.
2. Develop effective marketing plans and campaigns that account for customer differences and preferences, competition, and the impact of other relevant market factors.
3. Improve a customer solution through the effective use of product management best practices.
4. Create a digital marketing campaign that effectively employs digital advertising, social media, and analytics.
5. Apply a sales approach using customer-centric sales principles.
6. Coordinate a significant team marketing project for a business client.
7. Communicate analysis, decisions, campaigns, and plans to stake holders effectively.