

MARKETING B.S.

The marketing major provides students with knowledge and skills required for the process of marketing products, services, or ideas. The contemporary role of marketing in society is treated from various perspectives, including functional and institutional analysis, as well as the application of decision-making tools.

Bachelor of Science - Marketing

School of Business Admin

Degree Specific Credits: 76

Required Cumulative GPA: 2.0

Catalog Year: 2017-2018

Note: At least 54 credits must be earned in Business classes (ECNS, Soba internship course and SoBA faculty-led study abroad courses may be counted in OR out of Business). A minimum GPA of 2.0 is required for these courses.

At least 60 credits must be earned outside of SoBA (excluding HHP/ACT activities courses).

At least 27 credits in business must be taken at UM.

All business credits transferred in after matriculating to UM must be preapproved by the department chair in your major.

General Education Requirements

Information regarding these requirements can be found in the General Education Section (<http://catalog.umt.edu/academics/general-education-requirements>) of the catalog.

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SoBA Social Science Requirement	3
SoBA Ethical & Human Values Requirement	3
Total Hours	93-95

SoBA - Primary Lower Core Courses

Rule: All courses are required

Note: All primary lower core courses must be completed with a C- or better and a 2.0 GPA must be earned in the seven (7) listed courses prior to admission into an upper-division Business Major

Note: A math course and a statistics course are also required in the primary lower core. See Math Requirements and Symbolic Systems Requirements below.

- Math 3-4 Credits
- Symbolic Systems 3-4 Credits

ACTG 201	Principles of Financial Accounting	3
ACTG 202	Principles of Managerial Accounting	3
BMIS 270	MIS Foundations for Business	3
ECNS 202S	Principles of Macroeconomics	3
WRIT 101	College Writing I	3
Total Hours		15

Minimum Required Grade: C-

SoBA Math Requirement

Rule: Students choose one course from the list below to fulfill their Math Requirement

Note: SoBA requires that credit be earned for one of the math course below (with a C- or better) before enrolling in ACTG 202.

A student's result on the ALEKS Math Placement Exam does not waive this math requirement.

Select one of the following:	3-4
M 115	Probability and Linear Mathematics
M 121	College Algebra
M 151	Precalculus
M 162	Applied Calculus
Total Hours	3-4

Minimum Required Grade: C-

SoBA – Secondary Lower Core Courses

Rule: All courses are required

Note: All courses must be completed with a C- or better to satisfy prerequisites for certain major, upper major core, or capstone courses. Students are advised to complete these courses prior to being admitted to an upper-division Business Major. Prerequisites are strictly enforced.

BGEN 220E	Business Ethics and Social Responsibility	3
COMX 111A	Intro to Public Speaking	3
CSCI 172	Intro to Computer Modeling	3
ECNS 202S	Principles of Macroeconomics	3
Total Hours		12

Minimum Required Grade: C-

SoBA - Upper Major Core

Rule: All courses are required

Note: All upper major core courses must be completed before the capstone can be taken.

Take BMKT 325 in the first semester in the upper-division major as it is a prerequisite course for the Marketing Major.

A student must be listed as a major or minor in business to take these courses. Major or minor in business is defined as junior standing with all primary lower core courses completed, a 2.0 cumulative GPA, and formally admitted to the major or minor.

BFIN 322	Business Finance	3
BGEN 361	Principles of Business Law	3
BMGT 322	Operations Management	3
BMGT 340	Mgmt & Organization Behavior	3
BMKT 325	Principles of Marketing	3
Total Hours		15

Minimum Required Grade: C-

Marketing Major - Requirements

Rule: All courses are required

BGEN 360	International Business	3
BMKT 337	Consumer Behavior	3
BMKT 342	Marketing Research	3
BMKT 343	Integrated Marketing Comm	3
BMKT 420	Integrated Online Marketing	3
Total Hours		15

Minimum Required Grade: C-

Marketing Major - Electives

Rule: Take 9 credits from the list below. At least 3 of these credits must come from BMKT 440, BMKT 460 or BMKT 491.

Note:

- Up to 6 credits of BMGT 493 can count towards the 9 credit elective requirement.
- Up to 6 credits of BMKT 491 can count towards the 9 credit elective requirement.
- Up to 6 credits of BMKT 494 can count towards the 9 credit elective requirement.
- Up to 3 credits of BMKT 498 can count towards the 9 credit elective requirement.

Select at least 3 credits from the following: 3

BMKT 440	Marketing Analytics
BMKT 460	Mktg Hi-Tech Prod & Innov
BMKT 491	Special Topics

Select 6 credits from the following: 6

BMGT 401	Event Management
BMGT 402	Prin of Entertainment Mgmt I
BMGT 403	Prin of Entertainment Mgmt II
BMGT 410	Sustainable Business Practices
BMGT 467	Global Operations and Supply Chain Management
BMGT 493	International Experience
BMIS 478	E Commerce a Managerl Prspctv

BMKT 412	Non Profit Marketing
BMKT 413	Sports Marketing
BMKT 494	Seminar
BMKT 498	Internship
COMX 351	Principles of Public Relations
COMX 352	Public Relations Portfolio
MART 101L	Intro to Media Arts
MART 102	Digital Technology in the Arts
MART 111A	Intro to Photoshop
MART 341	Intro to Web Design
Total Hours	9

Minimum Required Grade: C-

SoBA - Capstone Courses

Rule: All courses are required

Note: Students must complete all lower and upper core and their prerequisites and have an approved graduation application to register for their capstone.

Students must pass the required comprehensive exam as well as all requisite coursework to earn a passing grade in BGEN 499. BGEN 499 must be taken at UM.

BGEN 499	Strategic Management	3
Total Hours		3

Minimum Required Grade: C-

SoBA Upper-Division Writing Requirement

Rule: All courses are required

BGEN 499	Strategic Management	3
Total Hours		3

Minimum Required Grade: C-

SoBA Symbolic Systems Requirement

Rule: Students complete STAT 216 (preferred) or one other course from the list below to fulfill the Symbolic Systems Requirement.

Note: This is a lower primary core course. SoBA requires that credit be earned for STAT 216 (preferred) or one of the other statistics courses below (with a C- or better) prior to being admitted into an upper-division SoBA major.

Select one of the following: 3-4

FORS 201	Forest Biometrics
PSYX 222	Psychological Statistics
SOCI 202	Social Statistics
STAT 216	Introduction to Statistics (preferred)
Total Hours	3-4

Minimum Required Grade: C-

SoBA Expressive Arts Requirement

Rule: All courses are required

Note: Students must complete this course with a C- or better prior to taking the capstones, though earlier completion is strongly encouraged.

COMX 111A	Intro to Public Speaking	3
Total Hours		3

Minimum Required Grade: C-

SoBA Social Science Requirement

Rule: All courses are required

Note: This is a primary lower core course and must be completed with a C- or better prior to being admitted into an upper-division SoBA major.

ECNS 201S	Principles of Microeconomics	3
Total Hours		3

Minimum Required Grade: C-

SoBA Ethical & Human Values Requirement

Rule: All courses are required

Note: Students must complete this course with a C- or better prior to taking the capstones, though earlier completion is strongly encouraged.

BGEN 220E	Business Ethics and Social Responsibility	3
Total Hours		3

Minimum Required Grade: C-