

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

College of Business

Degree Specific Credits: 72-74

Required Cumulative GPA: 2.0

Catalog Year: 2018-2019

Notes:

- At least 54 credits must be earned in Business classes (ECNS, College of Business internship course and COB 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 College of Business (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.

Summary

Code	Title	Hours
College of Business Requirements		48-50
Primary Lower Core Courses		
Math Requirement		
Statistics Requirement		
Secondary Lower Core Courses		
Upper Major Core Courses		
Capstone Course and Upper-Division Writing Requirement		
Marketing Major Requirements		15
Marketing Major Electives		9
Total Hours		72-74

College of Business Requirements

Primary Lower Core Courses

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

Code	Title	Hours
Complete all of the following courses:		
ACTG 201	Principles of Financial Accounting	3
ACTG 202	Principles of Managerial Accounting	3
BMIS 270	MIS Foundations for Business	3
ECNS 201S	Principles of Microeconomics	3
Total Hours		12

Minimum Required Grade: C-

Math Requirement

Notes:

- The College of Business 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 or Maplesoft Math Placement Exam does not waive this math requirement.

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

Minimum Required Grade: C-

Statistics Requirement

Note: This is a lower primary core course. The College of Business 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 College of Business major.

Code	Title	Hours
Complete one of the following courses:		
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-

Secondary Lower Core Courses

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.

Code	Title	Hours
Complete all of the following courses:		
BGEN 220E	Business Ethics and Social Responsibility (Students must complete this course with a C- or better prior to taking the capstone, though earlier completion is strongly encouraged.) Ethical & Human Values Requirement	3

COMX 111A	Introduction to Public Speaking (Students must complete this course with a C- or better prior to taking the capstone, though earlier completion is strongly encouraged.) Expressive Arts Requirement	3
CSCI 172	Intro to Computer Modeling	3
ECNS 202S	Principles of Macroeconomics <small>Social Science Requirement</small>	3
Total Hours		12

Minimum Required Grade: C-

Upper Major Core Courses

Notes:

- All upper major core courses must be completed before the capstone can be taken.
- Students must 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.

Code	Title	Hours
Complete all of the following courses:		
BFIN 322	Business Finance	3
BGEN 361	Principles of Business Law	3
BMGT 322	Operations Management	3
BMGT 340	Management & Organization Behavior	3
BMKT 325	Principles of Marketing	3
Total Hours		15

Minimum Required Grade: C-

Capstone and Upper-Division Writing Requirement

Notes:

- Students must complete all primary and secondary lower core and upper core courses and their prerequisites and have an approved graduation application to register for their capstones.
- 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.
- This course also satisfies the UM and College of Business upper-division writing requirement.

Code	Title	Hours
Complete the following course:		
BGEN 499	Strategic Management	3
Total Hours		3

Minimum Required Grade: C-

Marketing Major Requirements

Code	Title	Hours
Complete all of the following courses:		
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

Notes:

- 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.

Code	Title	Hours
Complete 3 credits from the following courses:		3
BMKT 440	Marketing Analytics	
BMKT 460	Mktg Hi-Tech Prod & Innov	
BMKT 491	Special Topics	
Complete 6 credits from the following courses:		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-