

SOUTHERN UTAH UNIVERSITY
MARKETING COMPOSITE MAJOR
2002 - 2003 GENERAL CATALOG

PREBUSINESS CORE (28 - 31 Hours)

American Institution Requirement (Hist 1700, Posc 1100, Econ 1740)

Prefix	Number	Course Title	Credit	Grade	Substitution
ACCT	2010	Accounting Principles	3		
ACCT	2020	Managerial Accounting	3		
ACCT	2360	Business Law I	3		
ECON	2010	Microeconomics	3		
ECON	2020	Macroeconomics	3		
MATH	1090	Finite Mathematics	3		
MATH	2040	Business Statistics	4		
MATH	1100	Business Calculus	3		
ISA	1400	Computer Competency	3		
One of the following:					
ISA	2300	Business Communications	3		
COMM	4240	Technical Report Writing	3		
One of the following:					
PSY	1010	General Psychology	3		
SOC	1010	Intro. To Sociology	3		

Advanced Standing status must be obtained prior to enrollment in any 300 or 400 level course.

BUSINESS CORE (27 Hours)

Prefix	Number	Course Title	Credit	Grade	Substitution
ECON	3010	Managerial Economics	3		
FIN	3250	Managerial Finance	3		
MGMT	3100	Production/Ops. Management	3		
MGMT	3180	Management & Organizations	3		
MGMT	4200	Business, Government & Ethics	3		
MGMT	4950	Strategic Management	3		
MKTG	3010	Marketing Principles	3		
MKTG	4100	Market Research & Strategy	3		
<i>One of the following:</i>					
ECON	3020	Macro for Business Decisions	3		
ECON	4500	Economics of Orgs. & Industries	3		
FIN	3770	Financial Institutions & Markets	3		

MARKETING COURSES (21 Hours)

Prefix	Number	Course Title	Credit	Grade	Substitution
MKTG	3030	Consumer Behavior	3		
MKTG	4030	Marketing Management	3		
Electives: 15 credits minimum (no more than one Comm course)					
MKTG	3400	International Marketing	3		
MKTG	3900	Retail Management	3		
MKTG	3930	Advertising	3		
MKTG	4930	Sales Management	3		
MKTG	4890	Internship	3		
COMM		Approval Required	3		
		Approval Required	3		

GRADUATION REQUIREMENTS

122 Total Hours Required for Graduation
 40 Upper-Division Hours Required for Graduation
 Must have a 2.5 in each of the above core areas to graduate