

SOUTHERN UTAH UNIVERSITY
MARKETING COMPOSITE MAJOR
2004-2005 GENERAL CATALOG

PREBUSINESS CORE - 2.5 GPA

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	1050	College Algebra Level Math	GE 4		
MATH	2040	Business Statistics	4		
MATH	1100 or 1210	Business Calculus	3		ECON 2500
ISA	1050	Computer Competency	GE 3		CS 1000
One of the following:					
ISA	2300	Business Communications	3		
COMM	4240	Technical Report Writing	3		
One of the following:					
PSY	1010	General Psychology	GE 3		
SOC	1010	Intro. To Sociology	GE 3		

GE will satisfy both general education and pre-business core requirements.

**Advanced Standing status must be obtained prior to enrollment in
any 3000 or 4000 level course.**

BUSINESS CORE (21 Hours) - 2.5 GPA

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		

MARKETING COURSES (24 Hours) - 2.5 GPA

Prefix	Number	Course Title	Credit	Grade	Substitution
MKTG	3030	Consumer Behavior	3		
MKTG	3400	International Marketing	3		
MKTG	3900	Retail Management	3		
MKTG	3930	Advertising	3		
MKTG	4030	Marketing Management	3		
MKTG	4100	Market Research	3		
MKTG	4930	Sales Management	3		
Select one of the following:					
MKTG	4890	Internship	3		
COMM		U.D. Communication Course	3		
MGMT		U.D. Management Course	3		

GRADUATION REQUIREMENTS

120 Total Hours Required

40 Upper-Division Hours Required

General Education and Major requirements must be from the same catalog year.

SUU's School of Business accreditation requires 50% of total hours outside the discipline.

SUU students pursuing a composite business major may not select a business minor (ACCT, FIN, MGMT or MKTG) in the School of Business.