

**SOUTHERN UTAH UNIVERSITY**  
**MARKETING COMPOSITE MAJOR**  
**2005-06 GENERAL CATALOG**

**PREBUSINESS CORE - 2.5 GPA**

Prefix	Number	Course Title		Credit	Grade	Substitution
ACCT	2010	Accounting Principles		3		
ACCT	2020	Managerial Accounting		3		
ACCT	2050	Business Law I		3		
ECON	2010	Microeconomics		3		
ECON	2020	Macroeconomics		3		
MATH	1050	College Algebra Level Math	GE	4		
MATH	1040 or 2040	Business Statistics		4		
MATH	1100 or 1210	Business Calculus		3		<b>ECON 2500</b>
CSIS	1000	Computer Competency	GE	3		
<b>One of the following:</b>						
ENGL	2040	Business Communications		3		
COMM	4240	Technical Report Writing		3		
<b>One of the following:</b>						
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 (21 Hours) - 2.5 GPA**

Prefix	Number	Course Title		Credit	Grade	Substitution
MKTG	3030	Consumer Behavior		3		
MKTG	4030	Marketing Management		3		
MKTG	4100	Market Research		3		
<b>Select 4 additional upper-division MKTG electives - (1 course in COMM or BUS applicable)</b>						
MKTG	3400	International Marketing		3		
MKTG	3900	Retail Management		3		
MKTG	3930	Advertising		3		
MKTG	4930	Sales Management		3		
MKTG	4890	Internship		3		
U.D. BUS		U.D. Business, Economics or HRHM course		3		
COMM		U.D. Communication Course		3		

**GRADUATION REQUIREMENTS**

<http://www.suu.edu/business/advisement.html>

**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 composite business majors may not pursue a minor in business.**

**SUU's School of Business requires at least 50% of the total 45 upper-division hours in the major to be taken at SUU.**