

**SOUTHERN UTAH UNIVERSITY
MARKETING COMPOSITE MAJOR
2006-07 GENERAL CATALOG**

PREBUSINESS CORE (2.5 CORE GPA REQUIRED)

Foundation Core (Required for Advanced Standing)

ACCT	2010	Accounting Principles	3		
ACCT	2020	Managerial Accounting	3		
ECON	2010	Microeconomics	3		
ECON	2020	Macroeconomics	3		
MATH	1040 or 2040	Business Statistics	4		
CSIS	1000	Computer Application for Business	3	GE	

Additional Prebusiness Core Requirements

ACCT	2050	Business Law I	3		
MATH	1100 or 1210	Business Calculus	3		ECON 2500

One of the following:

ENGL	2040	Business Communications	3		
COMM	4240	Technical Report Writing	3		

One of the following:

PSY	1010	General Psychology	3	GE	
SOC	1010	Intro. To Sociology	3	GE	

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 UPPER-DIVISION CORE GPA REQUIRED

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		LAST
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		
Select 4 additional upper-division MKTG electives - (1 course in COMM or BUS applicable)					
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.

ONLY 12 HOURS OF UPPER-DIVISION COURSE WORK MAY BE TRANSFERRED INTO THE SUU BUSINESS MAJOR REQUIREMENTS