

# SOUTHERN UTAH UNIVERSITY

## MARKETING COMPOSITE MAJOR

### 2009-10 GENERAL CATALOG

<b>PREBUSINESS CORE (2.5 CORE GPA REQUIRED)</b>					
<b>Foundation Core: 20 Credit Hours (Required for Advanced Standing)</b>					
ACCT	2010	Accounting Principles	3		
ACCT	2020	Managerial Accounting	3		
BA	1000	Introduction to Business Careers	1		
ECON	2010	Microeconomics	3		
ECON	2020	Macroeconomics	3		
MATH	2040	Business Statistics ( <i>prerequisite MATH 1050</i> )	4		
CSIS	2010	Adv. Comp. Apps ( <i>prereq CSIS 1000</i> )	3		
<b>Additional Prebusiness Core Requirements: 9 Credit Hours</b>					<b>Substitutions</b>
ECON	2500	Quantitative Methods	3		<b>MATH 1100</b>
ENGL	2040	Business Communications	3		<b>COMM 4240</b>
PSY	1010	General Psychology	3	GE	<b>SOC 1010</b>

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.**

<b>BUSINESS CORE (24 Hours) - 2.5 UPPER-DIVISION CORE GPA REQUIRED</b>					
Prefix	Number	Course Title	Credit	Grade	Prerequisites
ACCT	3350	Business Law I	3		
MKTG	3010	Marketing Principles	3		
MGMT	3180	Management & Organizations	3		
ECON	3010	Managerial Economics	3		
FIN	3250	Managerial Finance I	3		
MGMT	3100	Production/Ops. Management	3		
MGMT	4200	Government, Business & Ethics	3		MGMT 3180
MGMT	4950	Strategic Management	3		<b>Business Core Completed</b>

<b>MARKETING COURSES (21 Hours) - 2.5 UPPER-DIVISION CORE GPA REQUIRED</b>					
Prefix	Number	Course Title	Credit	Grade	Prerequisites
MKTG	3030	Consumer Behavior & Ethics	3		<b>MKTG 3010</b>
MKTG	4030	Marketing Management (s)	3		<b>MKTG 3010</b>
MKTG	4100	Market Research	3		<b>MKTG 3010</b>
<b>Select 4 additional upper-division MKTG electives (may take 1 BUS or COMM class)</b>					
MKTG	3400	International Marketing (f)	3		<b>MKTG 3010</b>
MKTG	3900	Retail Management (s)	3		<b>MKTG 3010</b>
MKTG	3930	Advertising	3		<b>MKTG 3010</b>
MKTG	4930	Sales Management (f)	3		<b>MKTG 3010</b>
MKTG	4890	Internship	3		
U.D. BUSINESS			3		
U.D. COMMUNICATION			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.**

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