

SOUTHERN UTAH UNIVERSITY

MARKETING COMPOSITE MAJOR

2016-17 GENERAL CATALOG w/EER Requirement

UNIVERSITY REQUIREMENT (3 Credits)

EDGE	1010	Becoming an Engaged Learner	1	<input type="text"/>
EDGE	3010	Community Proposal & Planning	1	<input type="text"/>
EDGE	4010	Community Report & Reflection	1	<input type="text"/>

FOUNDATION CORE: 25 Credit Hours - 2.5 GPA Required

ACCT	2010	Accounting Principles	3	<input type="text"/>
ACCT	2020	Managerial Accounting	3	<input type="text"/>
ECON	2010	Microeconomics	3	<input type="text"/>
ECON	2020	Macroeconomics	3	<input type="text"/>
MATH	1040 or 2040	Business Statistics (prerequisite MATH 1010)	4	<input type="text"/>
ECON	2500	Quantitative Methods (prerequisite Math 1050)	3	<input type="text"/>
CSIS	2010	Adv. Comp. Apps (prerequisite CSIS 1000)	3	<input type="text"/>

Additional Prebusiness Core Requirements:

ENGL	2040	Business Communications	3	<input type="text"/>
------	------	-------------------------	---	----------------------

MGMT 2900
Substitutions
 COMM 4240

Note: An application for Advanced Standing must be submitted to take 3000-4000 level courses.

BUSINESS CORE (24 Hours) - 2.5 UPPER-DIVISION CORE GPA REQUIRED

Prefix	Number	Course Title	Credit	Grade	Prerequisites
ACCT	3350	Business Law	3	<input type="text"/>	
MKTG	3010	Marketing Principles	3	<input type="text"/>	
MGMT	3180	Management & Organizations	3	<input type="text"/>	
ECON	3010	Managerial Economics	3	<input type="text"/>	
FIN	3250	Managerial Finance I	3	<input type="text"/>	
MGMT	3100	Production/Ops. Management	3	<input type="text"/>	
MGMT	4200	Government, Business & Ethics	3	<input type="text"/>	MGMT 3180
MGMT	4950	Strategic Management	3	<input type="text"/>	To be taken during last semester

MARKETING COURSES (21 Hours) - 2.5 UPPER-DIVISION CORE GPA REQUIRED

Prefix	Number	Course Title	Credit	Grade	Prerequisites
MKTG	3030	Buyer Behavior	3	<input type="text"/>	
MKTG	4950	Marketing Management (spring only)	3	<input type="text"/>	MKTG 3010
MKTG	4100	Market Research & Strategy	3	<input type="text"/>	MKTG 3010

Select 4 additional upper-division marketing courses [one course may be taken in another discipline in business, MGMT or HRHM]

			3	<input type="text"/>
			3	<input type="text"/>
			3	<input type="text"/>
			3	<input type="text"/>

GRADUATION REQUIREMENTS

<http://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.

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