

Marketing, BS

Program Description

Marketing is an in-demand function for organizations of all sizes and crosses every industry throughout the globe. The digital age and globalization of business has transformed the way consumers behave and requires businesses to adapt to their ever changing needs. To prepare graduates for the skills needed in the new age of marketing, the Utah Tech BA/BS in Marketing Degree is uniquely designed to allow students to focus on marketing career tracks that specifically address areas of specialization. This focused curriculum, along with the traditional marketing and business foundation courses, provides graduates with a competitive advantage. Students who seek a more global perspective on marketing may pursue the BA Degree; this requires the Bachelor of Arts foreign language requirement as outlined in the catalog for every Utah Tech BA degree.

Program Curriculum

120 credits

Utah Tech General Education Requirements

All Utah Tech General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to Utah Tech's minimum General Education standards in American Institutions, English, and Mathematics.

| Code | Title | Hours |
|--|------------------------------|-------|
| General Education Core Requirements (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext) | | |
| | English | 3-7 |
| | Mathematics | 3-5 |
| | American Institutions | 3-6 |
| | Life Sciences | 3-10 |
| | Physical Sciences | 3-5 |
| | Laboratory Science | 0-1 |
| | Fine Arts | 3 |
| | Literature/Humanities | 3 |
| | Social & Behavioral Sciences | 3 |
| | Exploration | 3-5 |

| Code | Title | Hours |
|------|---|-------------|
| | Bachelor of Arts: Foreign Language Requirement | 3-16 |

Complete one of the following:

- Complete 16 credits in a single foreign language, through earned credit (grade C or higher), credit by examination, or vertical credit from the courses listed on the GE Foreign Language Requirement page ¹
- Complete a 2020 or higher foreign language course (grade C or higher)
- Complete a 3060 foreign language course listed below (grade C or higher)
- Receive 16 transfer credits for GEFL 1000 (8) and GEFL 2000 (8) in a single foreign language (grade C or higher)

OR

Complete a 1010 course listed below in a second foreign language (grade C or higher) AND one of the following:

1. In a language not taught at Utah Tech, receive 12 FLATS exam credits for FLAT 1000 (8) and FLAT 2000 (4)

or

2. In a language not taught at Utah Tech, receive 12 transfer credits articulated as GEFL 1000 (8) and GEFL 2000 (4) (all grade C or higher)

OR

Available only to students who are nonnative English speakers, complete one of the following:

- Complete 16 credits of ESL courses listed below (grade B or higher)
- Complete ESL 2750 or ESL 2760 (grade B or higher).

- Submit one of the following test scores required for unconditional Utah Tech admission: TOEFL (61 iBT, 173 CBT, or 500 PBT); or Michigan (70); or USU-IELE equivalent score. Other tests may be accepted for admission to Utah Tech but will not fulfill this requirement. Official scores must be submitted to the Registrar's Office.

Total Hours**3-16**

¹ General Education Foreign Language Classes may be found on the General Education page. (catalog.utahtech.edu/programs/generaleducation/#gerequisites)

Business Core Requirements

| Code | Title | Hours |
|-----------|---|-------|
| ACCT 2010 | Financial Accounting | 3 |
| ACCT 2020 | Managerial Accounting | 3 |
| ECON 2010 | Micro Economics (SS, GC) | 3 |
| FIN 3150 | Managerial Finance I | 3 |
| ISA 2010 | Proficiency in Excel & SQL | 3 |
| ISA 2050 | Management Information Systems | 3 |
| MGMT 3050 | Business Law I: Law in the Commercial Environment | 3 |
| MGMT 3100 | Business Ethics and Professional Writing | 3 |
| MGMT 3400 | Management & Organizations | 3 |
| MGMT 4800 | Strategic Management (ALPP) | 3 |
| MKTG 3010 | Marketing Principles (ALPP) | 3 |
| STAT 2040 | Business Statistics | 3 |

Total Hours**36****Marketing Core Requirements**

| Code | Title | Hours |
|---------------------------|--|-------|
| BUS 3000 | Intermediate Career Strategies | 1 |
| MKTG 3450 | Consumer Behavior | 3 |
| MKTG 3500 | Promotion Management | 3 |
| MKTG 4500 | Product Marketing | 3 |
| MKTG 4100 | Marketing Research | 3 |
| MKTG 4700 | Marketing Strategy | 3 |
| MKTG 4200 or MKTG 3515 | Entrepreneurial Marketing Sales Management (ALPP) | 3 |
| MGMT 3600 | Operations and Supply Chain Management (ALPP) | 3 |

Total Hours**22****Marketing Program Electives**

| Code | Title | Hours |
|---|--------------------------------------|-------|
| Select 17 credits from the following courses: | | |
| COMM 1020 | Public Speaking | 3 |
| COMM 2110 | Interpersonal Communication (SS, GC) | 3 |
| DES 2100 | Design Thinking | 3 |
| ECON 2020 | Macro Economics (SS, GC) | 3 |
| ISA 3020 | SQL & Python for Analytics | 3 |
| ISA 4060 | Big Data Analytics | 3 |
| ISA 4070 | Data Visualization and Storytelling | 3 |
| MDIA 2300 | Introduction to Public Relations | 3 |
| MDIA 3480 | Social Media Production | 3 |
| MGMT 2600 | Entrepreneurship | 3 |
| MGMT 3300 | Human Resource Management | 3 |
| MGMT 4000 | Intermediate Supply Chain Management | 3 |
| MGMT 4040 | Quantitative Decision Analysis | 3 |

| | | |
|------------|---------------------------------|-----|
| MGMT 4950R | Seminar in Business | 1-3 |
| MKTG 3515 | Sales Management (ALPP) | 3 |
| MKTG 4200 | Entrepreneurial Marketing | 3 |
| MKTG 3900 | Retail Management (ALPP) | 3 |
| MKTG 4600R | Marketing Practicum | 1-3 |
| MKTG 4900R | Directed Marketing Research | 1-3 |
| SE 1400 | Web Design Fundamentals (ALCS) | 3 |
| SE 3550 | Online Marketing and SEO (ALCS) | 3 |

Graduation Requirements

1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits.
3. Complete at least 30 upper-division credits at Utah Tech for institutional residency.
4. Cumulative GPA 2.0 or higher.
5. Minimum grade of C- and 2.5 GPA in Business and Marketing core requirements.
6. Minimum of 17 credits in Marketing electives and 2.5 GPA required.

Graduation Plan

1st Year

| Fall Semester | Hours | Spring Semester | Hours |
|---|-------|--|-----------|
| SSC 1010 | | 2 ACCT 2010 | 3 |
| ECON 2010 | | 3 ISA 2010 | 3 |
| ENGL 1010 | | 3 ENGL 2010 | 3 |
| General Education (Mathematics) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext) | | 3 General Education (American Institutions) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext) | 3 |
| General Elective | | 4 General Elective | 3 |
| | | 15 | 15 |

2nd Year

| Fall Semester | Hours | Spring Semester | Hours |
|---|-------|--|-----------|
| ACCT 2020 | | 3 General Education (Fine Arts) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext) | 3 |
| STAT 2040 | | 3 General Education (Literature / Humanities) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext) | 3 |
| General Education (Physical Sciences) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext) | | 3 General Education (Life Sciences & Lab) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext) | 4 |
| General Education (Exploration) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext) | | 3 General Electives | 4 |
| General Elective | | 3 BUS 3000 | 1 |
| | | 15 | 15 |

3rd Year

| Fall Semester | Hours | Spring Semester | Hours |
|---------------|-------|-----------------|-------|
| MKTG 3010 | | 3 ISA 2050 | 3 |
| FIN 3150 | | 3 MKTG 3450 | 3 |
| MGMT 3050 | | 3 MKTG 4500 | 3 |
| MGMT 3400 | | 3 MKTG 3500 | 3 |

| | | | | |
|-----------------------------|--------------|-------------------------------|--------------|---|
| MKTG 3515 or 4200 | | 3 MGMT 3600 | | 3 |
| | | 15 | 15 | |
| 4th Year | | | | |
| Fall Semester | Hours | Spring Semester | Hours | |
| MGMT 3100 | | 3 MGMT 4800 | | 3 |
| MKTG 4100 | | 3 MKTG 4700 | | 3 |
| Marketing Program Electives | | 9 Marketing Program Electives | | 9 |
| | | 15 | 15 | |
| Total Hours 120 | | | | |

Marketing Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Evaluate real world business situations related to the core business functions of accounting, economics, finance, qualitative analysis, information systems, international business, legal and social environments, marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations and written work products.
4. Analyze real world business situations by identifying relevant ethical issues, evaluating and synthesizing information, and formulating ethical courses of action.
5. Develop a marketing research study and prepare and present the findings.
6. Create a comprehensive integrated marketing plan for a new product introduction.
7. Complete at least one industry or academic certificate, internship, practicum, or independent research study that relates to the student's career path.