

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/#gerequirementstext)

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.