

# Bachelor of Science in Marketing – Major Requirements

This information is for students declared in the 2018-2019 catalog

Prerequisites	Required Course	Course Title
<b>Liberal Support Curriculum (13)</b>		
	ENGL EN 1010 (3)	Introductory College Writing (“C” grade or higher required)
ENGL 1010	ENGL EN 2010 (3)	Intermediate College Writing (“C” grade or higher required)
	BTNY LS 1403 (3)	Environment Appreciation
MATH 1010 or MATH 1050 placement	MATH QL 1050 (4)	College Algebra (“C” grade or higher required)
<b>Business Foundations (BF) [Minimum of “C-” or higher &amp; 2.5 GPA] (16)</b>		
	ACTG 2010 (3)	Survey of Accounting I
ACTG 2010	ACTG 2020 (3)	Survey of Accounting II
MATH 1050	ECON 2010 (3)	Principles of Microeconomics
MATH 1050, ECON 2010	ECON 2020 (3)	Principles of Macroeconomics
	IST 2010 (1)	Business Computer Skills
MATH 1050	QUAN 2600 (3)	Business Statistics I
ENGL 2010 & MATH 1050 with “C” or higher, overall GPA of 2.5 or higher and Business Foundation GPA of 2.5 or higher. <i>(To be taken concurrently with the final Business Foundations class.)</i>	BSAD 2899 (0)	Business Foundations & Admission Assessment
<b>Business Core [Minimum of “C-” or higher] (37)</b>		
MATH 1050	QUAN 2400 (3)	Business Calculus
QUAN 2600	QUAN 3610 (3)	Business Statistics II
	BSAD 3200 (3)	Legal Environment of Business
BSAD 2899	BSAD 3330 (3)	Business Ethics & Environmental Responsibility
	BSAD 4620 (1)	Executive Lectures
BSAD 2899, BSAD 3200, FIN 3200, SCM 3050, MGMT 3010, MGMT 3200 or PS 3250, MKTG 3010, Senior Standing	BSAD 4780 (3)	Strategic Management ( <i>GSBE Capstone – take last semester</i> )
BSAD 2899	International Course (3)	<i>(see BSAD Degree Map)</i>
ACTG 2010, ECON 2010, IST 2010, QUAN 2600	FIN 3200 (3)	Financial Management
	MGMT 3010 (3)	Organizational Behavior & Management
MATH 1050	SCM 3050 (3)	Operations & Supply Chain Management
	MKTG 3010 (3)	Marketing Concepts & Practices
IST 2010	IST 2020 (3)	Introduction to Information Systems
ENGL 2010	MGMT 3200 (3) or PS 3250 (3) or ENGL 3100 (3)	Managerial Communications Business Communication Professional and Technical Writing *students may also take ENGL 3750 Topics: Literature of Business English
<b>Major Required Courses [Minimum of “C-” or higher] (15)</b>		
MKTG 3010 OR Concurrent Enrollment	MKTG 3100 (3)	Consumer Behavior
MKTG 3010	MKTG 3200 (3)	Selling & Sales Management
BSAD 2899, QUAN 3610	BSAD 3500 (3)	Introduction to Business Research
BSAD 2899, MKTG 3010, MKTG 3100	MKTG 3450 (3)	Promotion Management (Fall ONLY)
BSAD 2899, ACTG 2020, MGMT 3200 or PS 3250, MKTG 3010	MKTG 4400 (3)	Marketing Strategy
<b>Major Elective Courses [Minimum of “C-” or higher] (9):</b>		
<b>Select 2 courses from Group 1 (6), plus 1 additional course from either Group 1 or Group 2 (3)</b>		
<b>Group 1</b>		
BSAD 2899, MKTG 3010	MKTG 3500 (3)	Services and Sports Marketing (Fall ONLY)
BSAD 2899, MKTG 3010	MKTG 3600 (3)	International Marketing (Spring ONLY)
BSAD 2899, MKTG 3010	MKTG 4200 (3)	Internet Marketing
BSAD 2899, Senior Standing, Instructor Approval	MKTG 4860 (3)	Marketing Internship
<b>Group 2</b>		
MGMT 3010	MGMT 4300 (3)	Leadership and Group Effectiveness
BSAD 2899, SCM 3050, QUAN 3610	SCM 4100 (3)	Quality Management & Process Improvement
BSAD 2899, SCM 3050	SCM 4400 (3)	Global Supply Chain Management (Spring ONLY)
BSAD 2899	MGMT 4650 (3)	Negotiations (Spring ONLY)
BSAD 2899, BSAD 3200	BSAD 4210 (3)	Survey of Business Law
See Communication Department	COMM 3850 (3)	Advertising

## Critical Path:

MKTG 3010 → MKTG 3100 → MKTG 3450

MATH 0950 → MATH 0990 → MATH 1010 → MATH 1050 → QUAN 2600 → QUAN 3610 → BSAD 3500

\* **Note:** Critical Paths indicate courses that have prerequisites that force the sequence to take several semesters to finish. In order to stay on track for graduation, classes within the sequence should be taken at the earliest point possible.

**All Math and Goddard School courses expire after 10 years from the date of completion.**

For advising, please contact the Goddard School Advising Center at 801-626-6534 or email [advisebusiness@weber.edu](mailto:advisebusiness@weber.edu)

# Bachelor of Science in Marketing – Graduation MAP



**WEBER STATE**  
UNIVERSITY

This is a suggested plan. Meet with an academic advisor to create a specific plan that best fits your academic needs. Remember, taking an average of 15 credit hours per semester facilitates timely graduation. "Semester offered" based on previous semester schedules. Class schedules are subject to change.

## Catalog Year 2018-2019: Math 1050 Placement

<input checked="" type="checkbox"/>	Course	Credit Hours	Semester Offered	Milestones & Notes
<b>Freshman (Semester 1)</b>				
	ENGL EN 1010 Introductory College Writing	3	Fall, Spring, Summer	<ul style="list-style-type: none"> <li>• Complete MATH 1050 and ENGL 1010 with "C" grade or higher</li> <li>• Complete ACTG 2010 with "C-" or higher and IST 2010 with a "CR"</li> <li>• Maintain overall and major GPA of a 2.5 or higher</li> </ul>
	<b>MATH QL 1050 College Algebra</b>	4	Fall, Spring, Summer	
	<b>ACTG 2010 Survey of Accounting I</b>	3	Fall, Spring, Summer	
	<b>IST 2010 Business Computer Skills (CIL) (BF)</b>	1	Fall, Spring, Summer	
	LIBS/BSAD 2704 Info Resources in Business Discipline*	1	Fall, Spring	
	BTNY LS 1403 Environment Appreciation	3	Fall, Spring	
	<b>Total Semester Credits</b>	<b>15</b>		
<b>Freshman (Semester 2)</b>				
	<b>ENGL EN 2010 Intermediate College Writing</b>	3	Fall, Spring, Summer	<ul style="list-style-type: none"> <li>• Complete ENGL 2010 with "C" grade or higher</li> <li>• Complete ECON 2010 and ACTG 2020 with "C-" or higher</li> <li>• Maintain overall and major GPA of a 2.5 or higher</li> </ul>
	<b>ECON SS 2010 Principles of Microeconomics (BF)</b>	3	Fall, Spring, Summer	
	<b>ACTG 2020 Survey of Accounting II (BF)</b>	3	Fall, Spring, Summer	
	American Institutions (AI)	3	Fall, Spring, Summer	
	Humanities (HU)/(DV)**	3	Fall, Spring, Summer	
	<b>Total Semester Credits</b>	<b>15</b>		
<b>Sophomore (Semester 3)</b>				
	<b>ECON SS 2020 Principles of Macroeconomics (BF)</b>	3	Fall, Spring, Summer	<ul style="list-style-type: none"> <li>• Complete ECON 2020 and QUAN 2600 with "C-" grade or higher</li> <li>• Complete BSAD 2899 with a "CR"</li> <li>• Maintain overall and major GPA of a 2.5 or higher</li> </ul>
	<b>QUAN 2600 Business Statistics I (BF)</b>	3	Fall, Spring, Summer	
	<b>BSAD 2899 Business Foundations &amp; Admission Assessment</b>	0	Fall, Spring, Summer	
	Creative Arts (CA)/(DV)**	3	Fall, Spring, Summer	
	Social Science (SS)/(DV)**	3	Fall, Spring, Summer	
	Physical Science (PS)	3	Fall, Spring, Summer	
	<b>Total Semester Credits</b>	<b>15</b>		
<b>Sophomore (Semester 4)</b>				
	QUAN 3610 Business Statistics	3	Fall, Spring, Summer	<ul style="list-style-type: none"> <li>• Complete QUAN 3610 with "C-" grade or higher</li> <li>• Complete MKTG 3010 with "C-" or higher</li> <li>• Maintain overall and major GPA of a 2.5 or higher</li> </ul>
	MKTG 3010 Marketing Concepts & Practices	3	Fall, Spring, Summer	
	IST 2020 Intro to Info Systems	3	Fall, Spring, Summer	
	Physical Science (PS) or Life Science (LS)/(DV)**	3	Fall, Spring, Summer	
	Humanities (HU) or Creative Arts (CA)/(DV)**	3	Fall, Spring, Summer	
	<b>Total Semester Credits</b>	<b>15</b>		
<b>Junior (Semester 5)</b>				
	MKTG 3100 Consumer Behavior	3	Fall, Spring	<ul style="list-style-type: none"> <li>• Complete MKTG 3100 with "C-" or higher</li> <li>• Maintain overall and major GPA of a 2.5 or higher</li> <li>• Meet with Career Center</li> <li>• Apply for graduation for AS in Business &amp; Economics</li> </ul>
	SCM 3050 Operations & Supply Chain Management	3	Fall, Spring, Summer	
	QUAN 2400 Business Calculus	3	Fall, Spring, Summer	
	PS 3250, MGMT 3200, ENGL 3100, or ENGL 3750	3	Fall, Spring, Summer	
	MGMT 3010 Organizational Behavior & Management	3	Fall, Spring, Summer	
	<b>Total Semester Credits</b>	<b>15</b>		

<input checked="" type="checkbox"/>	Course	Credit Hours	Semester Offered	Milestones & Notes
<b>Junior (Semester 6)</b>				
	FIN 3200 Financial Management	3	Fall, Spring, Summer	<ul style="list-style-type: none"> <li>Maintain overall and major GPA of a 2.5 or higher</li> </ul>
	BSAD 3200 Legal Environment of Business	3	Fall, Spring, Summer	
	International Business Course (see list below)	3	Varies by class	
	MKTG 3200 Selling and Sales Management	3	Fall, Spring	
	BSAD 3500 Introduction to Business Research	3	Fall, Spring	
	<b>Total Semester Credits</b>	<b>15</b>		
<b>Senior (Semester 7)</b>				
	BSAD 3330 Business Ethics & Environmental Responsibility	3	Fall, Spring, Summer	<ul style="list-style-type: none"> <li>Make sure that all requirements for BSAD 4780 are completed with a "C-" or higher</li> <li>Maintain overall and major GPA of a 2.5 or higher</li> </ul>
	MKTG 3450 Promotion Management	3	Fall	
	MKTG 4400 Marketing Strategy	3	Fall, Spring	
	Major Elective #1	3	Varies by class	
	Major Elective #2	3	Varies by class	
	<b>Total Semester Credits</b>	<b>15</b>		
<b>Senior (Semester 8)</b>				
	BSAD 4780 Strategic Management	3	Fall, Spring, Summer	<ul style="list-style-type: none"> <li>Meet with Advising Center to review elective hours and graduation clearance</li> <li>Maintain overall and major GPA of a 2.5 or higher</li> <li>Apply for graduation for BS in MKTG through your portal</li> </ul>
	BSAD 4620 Executive Lectures	1	Fall, Spring	
	Major Elective #3	3	Varies by class	
	Additional Hours	8	Fall, Spring, Summer	
	<b>Total Semester Credits</b>	<b>15</b>		
	<b>Total Bachelor Credits</b>	<b>120</b>		

**Notes:**

\*LIBS/BSAD 2704 = Part D of University Computer Information Literacy (CIL) Requirement. LIBS 1504 (1 cr) or LIBS 1704 (1 cr) may also be used to complete the requirement

\*\*All degrees require 3 credit hours of Diversity (DV) credit. See the current *General Education Course List* for suggested DV courses that will also fill SS/HU/CA/LS General Education Requirements.

**International Business Courses:**

**ACTG 4140** Accounting for Global & Complex Entities (Fall, Spring);

**ECON 3110** International Trade (Fall, Spring);

**ECON 3120** International Finance & Monetary Systems (Fall, Spring);

**ECON 4170** Economic Development (Fall);

**IST 3710** Global Issues in Information Technology (Fall, Spring);

**MGMT 3400** International Business (Fall);

**MKTG 3600** International Marketing (Spring);

**SCM 4400** Global Supply Chain Management (Spring)

- International Course Requirement may be fulfilled by a Study Abroad or Exchange Program – see the Advising Center for opportunities.

**Gen Ed Breadth requirements (do not duplicate departments)**

<input type="checkbox"/> HU	<input type="checkbox"/> CA	<input type="checkbox"/> HU or CA
<input type="checkbox"/> SS	<input type="checkbox"/> SS	
<input type="checkbox"/> PS	<input type="checkbox"/> LS	<input type="checkbox"/> PS or LS
<input type="checkbox"/> DV (Double dip with breadth course)		

**Avoid Misadvisement!** Consult your academic advisor (advisebusiness@weber.edu), the WSU Catalog (weber.edu/catalog), and your CatTracks degree evaluation (log in to your eWeber Student Portal).