

SOUTHERN UTAH UNIVERSITY

MARKETING COMPOSITE MAJOR

2011-12 GENERAL CATALOG w/EER Requirement

UNIVERSITY REQUIREMENT (3 Credits)

UNIV	1010	Introduction to Experiential Education	1	
UNIV	3925	Experiential Education Proposal	1	
UNIV	4925	Experiential Education Synthesis & Reflection	1	

FOUNDATION CORE: 29 Credit Hours (First 6 courses required for advanced standing)

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	1040 or 2040	Business Statistics (prerequisite MATH 1010)	4	
CSIS	2010	Adv. Comp. Apps (prerequisite CSIS 1000)	3	

Additional Prebusiness Core Requirements:

ECON	2500	Quantitative Methods (prerequisite Math 1050)	3	
ENGL	2040	Business Communications	3	
PSY	1010	General Psychology	3	

Substitutions

MATH 1100
COMM 4240
SOC 1010

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		
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	4950	Strategic Management	3		

MGMT 3180
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	Consumer Behavior	3		
MKTG	4950	Marketing Management (spring only)	3		
MKTG	4100	Market Research	3		

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

			3	
			3	
			3	
			3	

GRADUATION REQUIREMENTS

120 Total Hours Required

40 Upper-Division Hours Required

General Education and Major requirements must be from the same catalog year.

<http://suu.edu/business/advisement.html>

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