

# SOUTHERN UTAH UNIVERSITY MARKETING COMPOSITE MAJOR 2010-11 GENERAL CATALOG

<b>PREBUSINESS CORE (2.5 CORE GPA REQUIRED)</b>					
<b>Foundation Core: 20 Credit Hours (Required for Advanced Standing)</b>					
ACCT	2010	Accounting Principles	3	<input type="text"/>	
ACCT	2020	Managerial Accounting	3	<input type="text"/>	
BA	1000	Introduction to Business Careers	1	<input type="text"/>	
ECON	2010	Microeconomics	3	<input type="text"/>	
ECON	2020	Macroeconomics	3	<input type="text"/>	
MATH	2040	Business Statistics <i>(prerequisite MATH 1050)</i>	4	<input type="text"/>	
CSIS	2010	Adv. Comp. Apps <i>(prereq CSIS 1000)</i>	3	<input type="text"/>	
<b>Additional Prebusiness Core Requirements: 9 Credit Hours</b>					<b>Substitutions</b>
ECON	2500	Quantitative Methods	3	<input type="text"/>	<b>MATH 1100</b>
ENGL	2040	Business Communications	3	<input type="text"/>	<b>COMM 4240</b>
PSY	1010	General Psychology	3	<input type="text"/>	<b>SOC 1010</b>
		GE	3	<input type="text"/>	

GE will satisfy both general education and pre-business core requirements.

**Advanced Standing status must be obtained prior to enrollment in any 3000 or 4000 level course.**

<b>BUSINESS CORE (24 Hours) - 2.5 UPPER-DIVISION CORE GPA REQUIRED</b>					
Prefix	Number	Course Title	Credit	Grade	Prerequisites
ACCT	3350	Business Law I	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"/>	<b>Business Core Completed</b>

<b>MARKETING COURSES (21 Hours) - 2.5 UPPER-DIVISION CORE GPA REQUIRED</b>					
Prefix	Number	Course Title	Credit	Grade	Prerequisites
MKTG	3030	Consumer Behavior & Ethics	3	<input type="text"/>	<b>MKTG 3010</b>
MKTG	4950	Marketing Management (s)	3	<input type="text"/>	<b>MKTG 3010</b>
MKTG	4100	Market Research	3	<input type="text"/>	<b>MKTG 3010</b>
<b>Select 4 additional upper-division MKTG electives (may take 1 BUS or COMM class)</b>					
MKTG	3400	International Marketing (f)	3	<input type="text"/>	<b>MKTG 3010</b>
MKTG	3900	Retail Management (s)	3	<input type="text"/>	<b>MKTG 3010</b>
MKTG	3930	Advertising	3	<input type="text"/>	<b>MKTG 3010</b>
MKTG	4930	Sales Management (f)	3	<input type="text"/>	<b>MKTG 3010</b>
MKTG	4890	Internship	3	<input type="text"/>	
U.D. BUSINESS			3	<input type="text"/>	
U.D. COMMUNICATION			3	<input type="text"/>	

## GRADUATION REQUIREMENTS

<http://www.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.

**SUU's School of Business accreditation requires 50% of total hours outside the discipline.**

**ONLY 12 HOURS OF UPPER-DIVISION COURSE WORK MAY BE TRANSFERRED INTO THE SUU BUSINESS MAJOR REQUIREMENTS**