MARKETING
2019-2020 CATALOG YEAR

Understand market research, consumer behavior, advertising, and international marketing.
Learn how to build brands that people want.

Admission to the Marketing major is competitive. Please visit Eccles.Link/MKTG-Admission for information about admission criteria and policies.

In addition to completing the University of Utah’s and David Eccles School of Business’ Core requirements, students seeking a Bachelor's Degree in Marketing must complete the following courses. Students can find full course descriptions and requisite details in the general catalog at catalog.utah.edu and on the class schedule.
Visit Eccles.Link/BCore to see what core you have been assigned and make an appointment with your academic advisor to confirm your path to graduation.

CORE: 9 CREDITS

- **OIS 3440** – Application of Business Statistics (QB)
  PREREQUISITE(S): C- or better in OIS 2340
  Topics include: designing experiments, goodness of fit, contingency tables, correlation analysis, nonparametric statistics, statistical process control, developing and interpreting regression models and creating graphical and numerical outputs in Microsoft Excel.

- **MKTG 4020** – Marketing Management (CW)
  PREREQUISITE(S): C- or better in MKTG 3010 or 3011 and full major status in Marketing
  Topics include: marketing strategy implementation, target marketing, differentiation and branding.

- **MKTG 4450** – Marketing Research
  PREREQUISITE(S): C- or better in MKTG 3010 or 3011 and OIS 3440 and full major status in Marketing
  Topics include: the science of studying the marketplace to get solid answers to support good decision making, different sources of business data, and skills to design and perform good business research (including experiments, observation, surveys, interviews, focus groups, and data analysis).

ELECTIVES: 9 CREDITS

- 9 credits of electives
  - **MKTG 4310** – Digital Marketing & Analytics
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011
  - **MKTG 4350** – Digital Analytics & Database Marketing
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011
  - **MKTG 4380** – Pricing & Revenue Management
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011
  - **MKTG 4500** – Introduction to Advertising
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011
  - **MKTG 4510** – Advertising Management
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011
  - **MKTG 4520** – Advertising Creative
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011

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## CORE: 9 CREDITS

- **OIS 3440** – Application of Business Statistics (QB)  
  **PREREQUISITE(S):** C- or better in OIS 2340  
  Topics include: designing experiments, goodness of fit, contingency tables, correlation analysis, nonparametric statistics, statistical process control, developing and interpreting regression models and creating graphical and numerical outputs in Microsoft Excel.

- **MKTG 4020** – Marketing Management (CW)  
  **PREREQUISITE(S):** C- or better in MKTG 3010 or 3011 and full major status in Marketing  
  Topics include: marketing strategy implementation, target marketing, differentiation and branding.

- **MKTG 4450** – Marketing Research  
  **PREREQUISITE(S):** C- or better in MKTG 3010 or 3011 and OIS 3440 and full major status in Marketing  
  Topics include: the science of studying the marketplace to get solid answers to support good decision making, different sources of business data, and skills to design and perform good business research (including experiments, observation, surveys, interviews, focus groups, and data analysis).

## ELECTIVES: 9 CREDITS

- **MKTG 4530** – AdThing Experience  
  **PREREQUISITE (S):** Department consent. Students may enroll for up to 3 semesters, 1 credit each semester.

- **MKTG 4600** – Marketing Analytics  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011

- **MKTG 4700** – Entrepreneurial Marketing  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011

- **MKTG 4720** – Personal Selling  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011

- **MKTG 4730** – Advanced Professional Selling & Business Development  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011 and B- or better in MKTG 4720

- **MKTG 4740** – Strategic Sales Management in an e-Commerce World  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011

- **MKTG 4750** – Marketing to Organizations  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011

- **MKTG 4760** – Sales Technology, Analytics, & Operations  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011

- **MKTG 4770** – Consumer Behavior  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011

- **MKTG 4810** – Brand Management  
  **PREREQUISITE (S):** C- or better in MKTG 3010 or 3011

- **MKTG 4880** – Marketing Internship  
  **PREREQUISITE (S):** C- or better in MKTG 3000, or 3010/11  
  3.3+ GPA and full major status in Marketing. Students are enrolled by application only.

- **MKTG 4999** – Marketing Honors Thesis/Project  
  **PREREQUISITE (S):** Member of the Honors College and department consent

## GLOBAL PERSPECTIVES: 6 CREDITS

- **MKTG 4840** – International Marketing (IR)  
  **PREREQUISITE(S):** C- or better in MKTG 3010 or 3011  
  Topics include: analytical, decision making, and communication skills related to marketing management in a global economy; major international marketing concepts; tools to analyze the potential of foreign markets; and marketing strategies for local conditions.

- **1 University-Approved International (IR) course**