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’s 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: 6 CREDITS**

- **MKTG 4020 – Marketing Management (CW)**
  PREREQUISITE(S): C- or better in MKTG 3010 or 3011 or BCOR 3040 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: 15 CREDITS**

- **15 credits of electives**
  - **MKTG 4310 – Digital Marketing & Analytics**
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011 or BCOR 3040
  - **MKTG 4350 – Digital Analytics & Database Marketing**
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011 or BCOR 3040
  - **MKTG 4380 – Pricing & Revenue Management**
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011 or BCOR 3040
  - **MKTG 4500 – Introduction to Advertising**
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011 or BCOR 3040
  - **MKTG 4510 – Advertising Management**
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011 or BCOR 3040
  - **MKTG 4520 – Advertising Creative**
    PREREQUISITE(S): C- or better in MKTG 3010 or 3011 or BCOR 3040
  - **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 or BCOR 3040

Continued on next page...
ELECTIVES: CONT’D

MKTG 4700 – Entrepreneurial Marketing
PREREQUISITE (S): C- or better in MKTG 3010 or 3011 or BCOR 3040

MKTG 4720 – Personal Selling
PREREQUISITE (S): C- or better in MKTG 3010 or 3011 or BCOR 3040

MKTG 4730 – Advanced Professional Selling & Business Development
PREREQUISITE (S): C- or better in MKTG 3010 or 3011 or BC 3040 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 or BCOR 3040

MKTG 4750 – Marketing to Organizations
PREREQUISITE (S): C- or better in MKTG 3010 or 3011 or BCOR 3040

MKTG 4760 – Sales Technology, Analytics, & Operations
PREREQUISITE (S): C- or better in MKTG 3010 or 3011 or BCOR 3040

MKTG 4770 – Consumer Behavior
PREREQUISITE (S): C- or better in MKTG 3010 or 3011 or BCOR 3040

MKTG 4810 – Brand Management
PREREQUISITE (S): C- or better in MKTG 3010 or 3011 or BCOR 3040

MKTG 4880 – Marketing Internship
PREREQUISITE (S): C- or better in MKTG 3000, or 3010/11, or BCOR 3040
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

MKTG 5850 – Current Topics in Marketing
PREREQUISITE (S): C- or better in MKTG 3010 or 3011 or BCOR 3040

MKTG 5910 – Special Study
PREREQUISITE (S): Full major status in Marketing and department consent

GLOBAL PERSPECTIVES: 3 CREDITS

☐ MKTG 4840 – International Marketing (IR)
PREREQUISITE(S): C- or better in MKTG 3010 or 3011 or BCOR 3040

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.