Gain the personal and technical skills to succeed in a sales career. Understand personal selling; sales management; business-to-business marketing; and sales technology, analytics, and operations.

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  
  PREREQUISITES: 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 4720** – Personal Selling  
  PREREQUISITES: C- or better in MKTG 3000, 3010, or 3011 or BCOR 3040 and full major or minor status in Sales  
  Topics include: the basic objectives, concepts, and tools required to be an effective salesperson.

**ELECTIVES: 15 CREDITS**

- Choose 3 of the following courses:
  - **MKTG 4730** – Advanced Professional Selling & Business Development  
    PREREQUISITES: C- or better in MKTG 3010 or 3011 or BCOR 3040 and B- or better in MKTG 4720
  
  - **MKTG 4740** – Strategic Sales Management in an e-Commerce World  
    PREREQUISITE: C- or better in MKTG 3010 or 3011 or BCOR 3040
  
  - **MKTG 4750** – Marketing to Organizations  
    PREREQUISITE: C- or better in MKTG 3010 or 3011 or BCOR 3040
  
  - **MKTG 4760** – Sales Technology, Analytics, & Operations  
    PREREQUISITE: C- or better in MKTG 3010 or 3011 or BCOR 3040
  
  - **MKTG 4880** – Marketing Internship  
    PREREQUISITs: 3.3+ GPA and full minor status in Marketing  
    Students are enrolled by application only.

**GLOBAL PERSPECTIVES: 3 CREDITS**

- **MKTG 4840** – International Marketing (IR)  
  PREREQUISITE: 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.