

Curriculum

In addition to completing the University of Utah's and Eccles School's **core requirements**, students seeking a Bachelor's Degree in Marketing must complete the following courses. (Students seeking an Honors Bachelor's Degree in Marketing must complete the major's **honors requirements**, as well). Students can find full course descriptions and course prerequisites on the University of Utah's **General Catalog** and **class schedule**.

Core Courses

■ MKTG 4020 - Marketing Management

Topics include: marketing strategy implementation, target marketing, differentiation, and branding.

■ MKTG 4450 - Marketing Research

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).

■ OIS 3440 - Applications of Business Statistics

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.

Elective Courses

Students must complete nine (9) credits of electives. Marketing elective options include—but are not limited to—the following courses. For the most up-to-date offerings, students should consult the **class schedule** and their **academic advisor**. Elective options are grouped by industry or interest area. However, students are not limited to a single grouping; they may choose credits from multiple categories.

Marketing Management

- MKTG 4600 - Marketing Analytics
- MKTG 4700 - Entrepreneurial Marketing

Advertising & Promotions

- MKTG 4510 - Advertising Management
- MKTG 4520 - Advertising Creative
- MKTG 4530 - AdThing Experience

Elective Courses (continued)

Professional Sales & Business Development

- **MKTG 4720** - Personal Selling
- **MKTG 4730** - Advanced Professional Selling & Business Development
- **MKTG 4740** - Strategic Sales Management in an e-Commerce World
- **MKTG 4760** - Sales Technology, Analytics, & Operations

Other

- **MKTG 4310** - Digital Marketing and Analytics
- **MKTG 4500** - Introduction to Advertising
- **MKTG 4750** - Marketing to Organizations
- **MKTG 4770** - Consumer Behavior
- **MKTG 4810** - Brand Management
- **MKTG 4880** - Marketing Internship
- **MKTG 4999** - Honors Thesis / Project

Global Perspectives Courses

■ **MKTG 4840 - International Marketing**

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.

- **Students must complete a university-approved **International (IR)** course.**

Program of Study

The University of Utah's General Catalog includes a [sample four-year degree plan](#) for the Marketing major. Students can customize this plan, using the [Degree Plan](#) feature in [My Degree Dashboard](#). In addition to utilizing these tools, the Eccles School encourages students to work closely with their [academic advisor](#). Advising will ensure proper course sequencing, while also creating a personalized academic roadmap.