

Marketing

(2017-2018 Catalog Year)

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 requisite details on the University of Utah's **General Catalog** and **class schedule**.

Core Courses

■ MKTG 4020 - Marketing Management

Prerequisite: MKTG 3010 or 3011

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

■ MKTG 4450 - Marketing Research

Prerequisites: MKTG 3010 or 3011 + OIS 3440

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

Prerequisite: 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.

Global Perspectives Courses

■ MKTG 4840 - International Marketing

Prerequisite: 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.

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

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](#). Marketing 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 4310** - Digital Marketing & Analytics
- **MKTG 4380** - Pricing & Revenue Mgmt
- **MKTG 4500** - Introduction to Advertising
- **MKTG 4600** - Marketing Analytics
- **MKTG 4700** - Entrepreneurial Marketing
- **MKTG 4750** - Marketing to Organizations
- **MKTG 4770** - Consumer Behavior
- **MKTG 4810** - Brand Management
- **MKTG 4880** - Marketing Internship
- **MKTG 4999** - Honors Thesis Project

Advertising & Promotions

- **MKTG 4310** - Digital Marketing & Analytics
- **MKTG 4500** - Introduction to Advertising
- **MKTG 4510** - Advertising Management
- **MKTG 4520** - Advertising Creative
- **MKTG 4530** - AdThing Experience
- **MKTG 4770** - Consumer Behavior
- **MKTG 4810** - Brand Management
- **MKTG 4880** - Marketing Internship
- **MKTG 4999** - Honors Thesis Project

Professional Sales & Business Development

- **MKTG 4720** - Personal Selling
- **MKTG 4730** - Advanced Professional Selling & Business Development
- **MKTG 4740** - Strategic Sales Management
- **MKTG 4760** - Sales Technology, Analytics & Operations
- **MKTG 4880** - Marketing Internship
- **MKTG 4999** - Honors Thesis Project

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 road-map.

Scheduling Guide

To help students plan their schedules, the Department of Marketing has put together a scheduling guide for the 2016-2017 and 2017-2018 academic years. While it cannot guarantee offerings in the event of unforeseen circumstances (e.g. instructor illness), the department intends to offer the following courses during the semester indicated, even if enrollment is low. The department may offer additional electives, as well.

	Fall	Spring	Summer
Business Minor			
	X	X	
Upper Division Core			
MKTG 3010 - Principles of Marketing	X	X	X
MKTG 3011 - Principles of Marketing - Honors	X	X	
Marketing Core			
MKTG 4020 - Marketing Management	X	X	
MKTG 4450 - Marketing Research	X	X	
Marketing Electives			
MKTG 4310 - Digital Marketing and Analytics		X	X
MKTG 4380 - Pricing & Revenue Mgmt	X		
MKTG 4500 - Intro to Advertising	X		
MKTG 4510 - Advertising Management		X	
MKTG 4520 - Advertising Creative	X	X	
MKTG 4530 - AdThing Experience	X	X	X
MKTG 4600 - Marketing Analytics	X		
MKTG 4700 - Entrepreneurial Marketing	X	X	
MKTG 4720 - Personal Selling	X		
MKTG 4730 - Advanced Professional Selling & Business Development		X	
MKTG 4740 - Strategic Sales Management		X	
MKTG 4750 - Marketing to Organizations	X		
MKTG 4770 - Consumer Behavior	X		
MKTG 4810 - Brand Management	X		
MKTG 4880 - Marketing Internship	X	X	X
Global Perspectives			
MKTG 4840 - International Marketing	X	X	
Business Administration Core			
MKTG 5000 - Marketing Management	X	X	X

x = offered

MARKETING