MARKETING B.S.

The marketing major provides students with knowledge and skills required for the process of marketing products, services, or ideas. The contemporary role of marketing in society is treated from various perspectives, including functional and institutional analysis, as well as the application of decision-making tools.

Bachelor of Science - Marketing

School of Business Admin

Degree Specific Credits: 76

Required Cumulative GPA: 2.0

Catalog Year: 2017-2018

Note: At least 54 credits must be earned in Business classes (ECNS, SoBa internship course and SoBa faculty-led study abroad courses may be counted in OR out of Business). A minimum GPA of 2.0 is required for these courses.

At least 60 credits must be earned outside of SoBa (excluding HHP/ACT activities courses).

At least 27 credits in business must be taken at UM.

All business credits transferred in after matriculating to UM must be preapproved by the department chair in your major.

General Education Requirements

Information regarding these requirements can be found in the General Education Section (http://catalog.umt.edu/academics/general-education-requirements) of the catalog.

Summary

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SoBA - Primary Lower Core Courses</td>
<td>21</td>
</tr>
<tr>
<td>SoBA Math Requirement</td>
<td>3-4</td>
</tr>
<tr>
<td>SoBA – Secondary Lower Core Courses</td>
<td>12</td>
</tr>
<tr>
<td>SoBA - Upper Major Core</td>
<td>15</td>
</tr>
<tr>
<td>Marketing Major - Requirements</td>
<td>15</td>
</tr>
<tr>
<td>Marketing Major - Electives</td>
<td>9</td>
</tr>
<tr>
<td>SoBA - Capstone Courses</td>
<td>3</td>
</tr>
<tr>
<td>SoBA Upper-Division Writing Requirement</td>
<td>3</td>
</tr>
<tr>
<td>SoBA Symbolic Systems Requirement</td>
<td>3-4</td>
</tr>
<tr>
<td>SoBA Expressive Arts Requirement</td>
<td>3</td>
</tr>
<tr>
<td>SoBA Social Science Requirement</td>
<td>3</td>
</tr>
<tr>
<td>SoBA Ethical &amp; Human Values Requirement</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours</td>
<td>93-95</td>
</tr>
</tbody>
</table>

Note: A math course and a statistics course are also required in the primary lower core. See Math Requirements and Symbolic Systems Requirements below.

- Math 3-4 Credits
- Symbolic Systems 3-4 Credits

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTG 201</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACTG 202</td>
<td>Principles of Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BMIS 270</td>
<td>MIS Foundations for Business</td>
<td>3</td>
</tr>
<tr>
<td>ECNS 202S</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>WRIT 101</td>
<td>College Writing I</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours</td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

Minimum Required Grade: C-

SoBA Math Requirement

Rule: Students choose one course from the list below to fulfill their Math Requirement.

Note: SoBA requires that credit be earned for one of the math course below (with a C- or better) before enrolling in ACTG 202.

A student’s result on the ALEKS Math Placement Exam does not waive this math requirement.

Select one of the following: 3-4

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>M 115</td>
<td>Probability and Linear Mathematics</td>
<td>3-4</td>
</tr>
<tr>
<td>M 121</td>
<td>College Algebra</td>
<td></td>
</tr>
<tr>
<td>M 151</td>
<td>Precalculus</td>
<td></td>
</tr>
<tr>
<td>M 162</td>
<td>Applied Calculus</td>
<td></td>
</tr>
<tr>
<td>Total Hours</td>
<td></td>
<td>3-4</td>
</tr>
</tbody>
</table>

Minimum Required Grade: C-

SoBA – Secondary Lower Core Courses

Rule: All courses are required.

Note: All courses must be completed with a C- or better to satisfy prerequisites for certain major, upper major core, or capstone courses. Students are advised to complete these courses prior to being admitted to an upper-division Business Major. Prerequisites are strictly enforced.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGEN 220E</td>
<td>Business Ethics and Social Responsibility</td>
<td>3</td>
</tr>
<tr>
<td>COMX 111A</td>
<td>Intro to Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>CSCI 172</td>
<td>Intro to Computer Modeling</td>
<td>3</td>
</tr>
<tr>
<td>ECNS 202S</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>Total Hours</td>
<td></td>
<td>12</td>
</tr>
</tbody>
</table>

Minimum Required Grade: C-

SoBA - Upper Major Core

Rule: All courses are required

Note: All upper major core courses must be completed before the capstone can be taken.
Take BMKT 325 in the first semester in the upper-division major as it is a prerequisite course for the Marketing Major.

A student must be listed as a major or minor in business to take these courses. Major or minor in business is defined as junior standing with all primary lower core courses completed, a 2.0 cumulative GPA, and formally admitted to the major or minor.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BFIN 322</td>
<td>Business Finance</td>
<td>3</td>
</tr>
<tr>
<td>BGEN 361</td>
<td>Principles of Business Law</td>
<td>3</td>
</tr>
<tr>
<td>BMGT 322</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>BMGT 340</td>
<td>Mgmt &amp; Organization Behavior</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 325</td>
<td>Principles of Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 15

Minimum Required Grade: C-

Marketing Major - Requirements

Rule: All courses are required

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGEN 360</td>
<td>International Business</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 337</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 342</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 343</td>
<td>Integrated Marketing Comm</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 420</td>
<td>Integrated Online Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 15

Minimum Required Grade: C-

Marketing Major - Electives

Rule: Take 9 credits from the list below. At least 3 of these credits must come from BMKT 440, BMKT 460 or BMKT 491.

Note:

- Up to 6 credits of BMGT 493 can count towards the 9 credit elective requirement.
- Up to 6 credits of BMKT 491 can count towards the 9 credit elective requirement.
- Up to 6 credits of BMKT 494 can count towards the 9 credit elective requirement.
- Up to 3 credits of BMKT 498 can count towards the 9 credit elective requirement.

Select at least 3 credits from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMKT 440</td>
<td>Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 460</td>
<td>Mktg Hi-Tech Prod &amp; Innov</td>
<td></td>
</tr>
<tr>
<td>BMKT 491</td>
<td>Special Topics</td>
<td></td>
</tr>
</tbody>
</table>

Select 6 credits from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMGT 401</td>
<td>Event Management</td>
<td></td>
</tr>
<tr>
<td>BMGT 402</td>
<td>Prin of Entertainment Mgmt I</td>
<td></td>
</tr>
<tr>
<td>BMGT 403</td>
<td>Prin of Entertainment Mgmt II</td>
<td></td>
</tr>
<tr>
<td>BMGT 410</td>
<td>Sustainable Business Practices</td>
<td></td>
</tr>
<tr>
<td>BMGT 467</td>
<td>Global Operations and Supply Chain Management</td>
<td></td>
</tr>
<tr>
<td>BMKT 493</td>
<td>International Experience</td>
<td></td>
</tr>
<tr>
<td>BMIS 478</td>
<td>E Commerce a Managerl Prsptv</td>
<td></td>
</tr>
<tr>
<td>BMKT 412</td>
<td>Non Profit Marketing</td>
<td></td>
</tr>
<tr>
<td>BMKT 413</td>
<td>Sports Marketing</td>
<td></td>
</tr>
<tr>
<td>BMKT 494</td>
<td>Seminar</td>
<td></td>
</tr>
<tr>
<td>BMKT 498</td>
<td>Internship</td>
<td></td>
</tr>
<tr>
<td>COMX 351</td>
<td>Principles of Public Relations</td>
<td></td>
</tr>
<tr>
<td>COMX 352</td>
<td>Public Relations Portfolio</td>
<td></td>
</tr>
<tr>
<td>MART 101L</td>
<td>Intro to Media Arts</td>
<td></td>
</tr>
<tr>
<td>MART 102</td>
<td>Digital Technology in the Arts</td>
<td></td>
</tr>
<tr>
<td>MART 111A</td>
<td>Intro to Photoshop</td>
<td></td>
</tr>
<tr>
<td>MART 341</td>
<td>Intro to Web Design</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours: 9

Minimum Required Grade: C-

SoBA - Capstone Courses

Rule: All courses are required

Note: Students must complete all lower and upper core and their prerequisites and have an approved graduation application to register for their capstone.

Students must pass the required comprehensive exam as well as all requisite coursework to earn a passing grade in BGEN 499. BGEN 499 must be taken at UM.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGEN 499</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 3

Minimum Required Grade: C-

SoBA Upper-Division Writing Requirement

Rule: All courses are required

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGEN 499</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Hours: 3

Minimum Required Grade: C-

SoBA Symbolic Systems Requirement

Rule: Students complete STAT 216 (preferred) or one other course from the list below to fulfill the Symbolic Systems Requirement.

Note: This is a lower primary core course. SoBA requires that credit be earned for STAT 216 (preferred) or one of the other statistics courses below (with a C- or better) prior to being admitted into an upper-division SoBA major.

Select one of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FORS 201</td>
<td>Forest Biometrics</td>
<td></td>
</tr>
<tr>
<td>PSYX 222</td>
<td>Psychological Statistics</td>
<td></td>
</tr>
<tr>
<td>SOCI 202</td>
<td>Social Statistics</td>
<td></td>
</tr>
<tr>
<td>STAT 216</td>
<td>Introduction to Statistics (preferred)</td>
<td></td>
</tr>
</tbody>
</table>

Total Hours: 3-4

Minimum Required Grade: C-
### SoBA Expressive Arts Requirement

**Rule:** All courses are required

**Note:** Students must complete this course with a C- or better prior to taking the capstones, though earlier completion is strongly encouraged.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMX 111A</td>
<td>Intro to Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>3</td>
</tr>
</tbody>
</table>

Minimum Required Grade: C-

### SoBA Social Science Requirement

**Rule:** All courses are required

**Note:** This is a primary lower core course and must be completed with a C- or better prior to being admitted into an upper-division SoBA major.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECNS 201S</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>3</td>
</tr>
</tbody>
</table>

Minimum Required Grade: C-

### SoBA Ethical & Human Values Requirement

**Rule:** All courses are required

**Note:** Students must complete this course with a C- or better prior to taking the capstones, though earlier completion is strongly encouraged.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BGEN 220E</td>
<td>Business Ethics and Social Responsibility</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>3</td>
</tr>
</tbody>
</table>

Minimum Required Grade: C-