

# MARKETING B.S. IN BUSINESS ADMINISTRATION

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.

## General Degree Requirements

To earn a baccalaureate degree, all students must complete successfully, in addition to any other requirements, the University of Montana General Education Requirements. Please refer to the General Education Requirements page (<https://catalog.umt.edu/academics/general-education-requirements/>) for more information.

Additional requirements for graduation can be found on the Degree/Certificate Requirements for Graduation page (<https://catalog.umt.edu/academics/graduation-requirements/>).

Unless otherwise noted in individual program requirements, a minimum grade point average of 2.00 in all work attempted at the University of Montana-Missoula is required for graduation. Please see the Academic Policies and Procedures page (<https://catalog.umt.edu/academics/policies-procedures/>) for information on how your GPA is calculated.

Courses taken to satisfy the requirements of a major, minor, or certificate program must be completed with a grade of C- or better unless a higher grade is noted in the program requirements.

## Bachelor of Science in Business Administration - Marketing

- At least 54 credits must be earned in business classes (ECNS, College of Business internship courses, and College of Business faculty-led study abroad courses may be counted as business Classes). A minimum GPA of 2.0 is required in these courses.
- At least 27 credits in business courses must be taken at UM.
- All business credits transferred in after matriculating to UM must be pre-approved by the department chair in your major.

### Course Requirements

Code	Title	Hours
<b>Primary Lower Core</b>		
Complete all of the following courses:		
ACTG 201	Principles of Financial Accounting	3
ACTG 202	Principles of Managerial Accounting	3
BGEN 105S	Introduction to Business	3
BGEN 222	Business Models and Operations	3
BMIS 270	MIS Foundations for Business	3
ECNS 201S	Principles of Microeconomics	3
<b>Mathematics Requirement</b>		
Complete one of the following courses: 3-4		
M 115	Probability and Linear Mathematics	
M 121	College Algebra	
M 151	Precalculus	
M 162	Applied Calculus	

### Statistics Requirement

Complete one of the following courses:		3-4
FORS 201	Forest Biometrics	
PSYX 222	Psychological Statistics	
SOCI 202	Social Statistics	
STAT 216	Introduction to Statistics (preferred)	

### Secondary Lower Core Courses <sup>1</sup>

Complete all of the following courses:		
BGEN 220E	Business Ethics and Social Responsibility (Students must complete this course with a C- or better prior to taking the capstone, though earlier completion is strongly encouraged.)	3
COMX 111A	Introduction to Public Speaking (Students must complete this course with a C- or better prior to taking the capstone, though earlier completion is strongly encouraged.)	3
ECNS 202S	Principles of Macroeconomics	3

### Upper Major Core Courses <sup>2</sup>

Complete all of the following courses:		
BFIN 322	Business Finance	3
BGEN 341	People, Process and Technology I	3
BGEN 342	People, Process and Technology II	3
BGEN 361	Principles of Business Law	3
BMKT 325	Principles of Marketing	3

### Capstone and Upper-Division Writing Requirement <sup>3</sup>

Complete the following course:		
BGEN 499	Strategic Management	3

### Marketing Required Courses

Complete all of the following courses:		
BGEN 360	International Business	3
BMKT 337	Consumer Behavior	3
BMKT 342	Marketing Research	3
BMKT 420	Integrated Online Marketing	3

### Electives

Complete 6 credits of the following technical courses:		6
BMIS 326	Introduction to Data Analytics	
BMKT 440	Marketing Analytics	
BMKT 460	Marketing Hi-Tech Production and Innovation	
BMKT 482	Telling Stories with Data	
BMKT 483	Digital Media Execution	
BMKT 491	Special Topics	
Complete 6 credits of the following breadth courses:		6
BGEN 445	Sustainability Reporting	
BMGT 401	Entertainment and Sports Event Management	
BMGT 402	Principles of Entertainment & Sport Business	
BMGT 403	Advanced Topics in Entertainment & Sport Business	
BMGT 410	Sustainable Business Practices	
BMGT 467	Global Operations and Supply Chain Management	

BMGT 493	International Experience
BMGT 494	Seminar/Workshop
BMGT 498	Internship
BMKT 413	Sports Marketing
COMX 351	Principles of Public Relations
COMX 352	Public Relations Portfolio
MART 341	Introduction to Web Design
MART 441	Browser-based Games
<b>Total Hours</b>	<b>75-77</b>

- <sup>1</sup> 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 as early as possible, preferably prior to attempting courses in the upper major core. Prerequisites are strictly enforced.
- <sup>2</sup> All upper major core courses must be completed before the capstone can be taken.
- <sup>3</sup> Students must complete all primary and secondary lower core and upper core courses and their prerequisites and have an approved graduation application to register for their capstones.

## Four Year Plan

Course	Title	Hours
<b>Freshman</b>		
<b>Autumn</b>		
BGEN 105S	Introduction to Business	3
M 115	Probability and Linear Mathematics	3-4
or M 121	or College Algebra	
or M 151	or Precalculus	
or M 162	or Applied Calculus	
WRIT 101	College Writing I <sup>1</sup>	3-4
or COMX 111A	or Introduction to Public Speaking	
General Education Requirement		6
<b>Hours</b>		<b>15-17</b>
<b>Spring</b>		
FORS 201	Forest Biometrics	3-4
or PSYX 222	or Psychological Statistics	
or SOCI 202	or Social Statistics	
or STAT 216	or Introduction to Statistics	
COMX 111A	Introduction to Public Speaking <sup>1</sup>	3-4
or WRIT 101	or College Writing I	
ECNS 201S	Principles of Microeconomics	3
General Education Requirement		6
<b>Hours</b>		<b>15-17</b>
<b>Sophomore</b>		
<b>Autumn</b>		
ACTG 201	Principles of Financial Accounting	3
BGEN 222	Business Models and Operations	3
ECNS 202S	Principles of Macroeconomics	3
General Education Requirement		3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
ACTG 202	Principles of Managerial Accounting	3
BMIS 270	MIS Foundations for Business	3
BGEN 220E	Business Ethics and Social Responsibility	3
Intermediate Writing Course		3
General Education Requirement		3
<b>Hours</b>		<b>15</b>

<b>Junior</b>		
<b>Autumn</b>		
BGEN 341	People, Process and Technology I	3
BMKT 325	Principles of Marketing	3
BGEN 360	International Business	3
MKTG Elective		3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
BFIN 322	Business Finance	3
BGEN 342	People, Process and Technology II	3
BMKT 337	Consumer Behavior <sup>2</sup>	3
BMKT 420	Integrated Online Marketing (or MKTG Elective)	3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Senior</b>		
<b>Autumn</b>		
BMKT 342	Marketing Research	3
BGEN 361	Principles of Business Law	3
MKTG Tech Electives <sup>3</sup>		6
Elective		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
BGEN 499	Strategic Management	3
BMKT 420	Integrated Online Marketing (or MKTG Elective)	3
Elective		9
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120-124</b>

*Last Updated Autumn 2025*

- <sup>1</sup> Students with last names A-L will take WRIT 101 in Fall; Students with last names M-Z will take WRIT 101 in Spring.
- <sup>2</sup> Noted courses are offered in specific semesters only - see GSSC to confirm term offered.
- <sup>3</sup> Approved MKTG Tech Electives include: BMIS 326, BMKT 440, BMKT 482, BMKT 483 and BMKT 491