

BUSINESS DEGREE CHECKLIST 2018-2019 CATALOG YEAR

ADMISSION

Students should apply for admission to the Eccles School (Upper Division) when they are taking their final pre-business courses by submitting an online application.

(Undergrad.Eccles.Utah.Edu > Admissions > Declare Major > #3 Apply for Admission to the Eccles School)

MAJOR DECLARATION

When students are admitted to the Eccles School (Upper Division), they are declared as *Business Administration BS* (Bachelor of Science). Students who would like to pursue a different Eccles School major must complete the prerequisites for that major, then submit an online application.

(Undergrad.Eccles.Utah.Edu > Academics > Majors)

HONORS DEGREES

Students seeking an HBA (Honors Bachelor of Arts) or HBS (Honors Bachelor of Science) from the Eccles School must complete the Honors College's requirements and their major's honors requirements.

(Undergrad.Eccles.Utah.Edu > Academics > Honors College)

TRANSFER CREDIT

Students who have transfer credit that may fulfill Eccles School requirements can petition for equivalency.

(Undergrad.Eccles.Utah.Edu > Admissions > Transfer Students > Transfer Equivalency Guide)

GRADING

C- is the minimum grade for all required business courses. Credit or no credit (CR/NC) is not an option.

To schedule an appointment with an academic advisor, please stop by SFEBB 1120, call 801.581.7853, or visit [Eccles.Link/UAS-Appts](#).

PRE BUSINESS CORE: 18 CREDITS

- ___ **IS 2010** – Computer Essentials
- ___ **MATH 1090** – Business Algebra (QA)
 - Will accept MATH 1050, MATH 1080, MATH 1100, or higher.
 - Will accept a score ≥ 2 on the AP Calculus AB/BC exam.
 - Will not accept Quantitative Literacy (QL) credits.
- ___ **ACCTG 2600** – Survey of Accounting
- ___ **BUS or ECON 2010*** – Principles of Microeconomics
 - Will accept a score ≥ 3 on the AP Microeconomics exam.
 - *All sections of BUS 2010 are reserved for Business Scholars.
- ___ **BUS 1050 or 1051** – Foundations of Business Thought
- ___ **OIS 2340** – Business Statistics (QB)
 - PREREQUISITES: C- or better in IS 2010 and MATH 1090
 - Will accept a score ≥ 3 on the AP Statistics exam.

OPEN UPPER DIVISION CORE: 9 CREDITS

- ___ **BUS 3800-3870*** – 1 course from the Business & Social Science category
- ___ **BUS 3900-3960*** – 1 course from the Business & Humanities category
 - *All sections of BUS 3800 and BUS 3900 are reserved for Business Scholars.
- ___ **MGT 3810 or 3815*** – Business & Professional Communication (CW)
 - PREREQUISITE: B- or better in EAS 1060, WRTG 2010, or WR2
 - Will accept HONOR 3200.
 - Will accept WRTG 3016 for all Eccles School majors except Management and Operations.
 - *All sections of MGT 3815 are reserved for Business Scholars.

CLOSED UPPER DIVISION CORE: 27 CREDITS

- ___ **ACCTG 3600 or 3601** – Principles of Accounting
- ___ **FINAN 3040 or 3041** – Financial Management (QI)
- ___ **FINAN 3050** – Introduction to Investments (QI)
 - PREREQUISITE: C- or better in FINAN 3040 or 3041
- ___ **IS 4410 or 4411** – Information Systems
- ___ **MGT 3680 or 3681** – Human Behavior in Organizations
- ___ **MKTG 3010 or 3011** – Principles of Marketing
- ___ **OIS 3660 or 3661** – Operations Management
- ___ **STRAT 3410** – Business Law
- ___ **STRAT 5700 or 5701** – Strategic Management
 - PREREQUISITES: C- or better in FINAN 3040 or 3041, MGT 3680 or 3681 and MKTG 3010 or 3011

MAJOR REQUIREMENTS: 21+ CREDITS

See next page.

Students with questions about University of Utah, General Education, and Bachelor's Degree requirements should contact the Academic Advising Center. SSB 450 | 801.581.8146 | advising.utah.edu

UNIVERSITY OF UTAH REQUIREMENTS

- ___ 122 credits (minimum)
- ___ 40 upper division credits (minimum)
- ___ 2.0 cumulative GPA (minimum)
- ___ Residency Hours (registrar.utah.edu)

GENERAL EDUCATION REQUIREMENTS: 24+ CREDITS

	<i>Minimum Grade</i>
___ American Institutions (AI)	D- or CR
___ Lower Division Writing (WR2) – WRTG 2010 or equivalent	B- or C-
___ Fine Arts (FF)	D- or CR
___ Fine Arts (FF)	D- or CR
___ Humanities (HF)	D- or CR
___ Humanities (HF)	D- or CR
NOTE: BUS 1051 does not count as an HF for Eccles School majors.	
___ Physical/Life Science (SF)	D- or CR
___ Physical/Life or Applied Science (SF/AS)	D- or CR
** Quantitative Reasoning (QA) – satisfied by MATH 1090	C-
** Quantitative Reasoning (QB) – satisfied by OIS 2340	C-
** Social/Behavioral Science (BF) – waived for Eccles School majors	

BACHELOR'S DEGREE REQUIREMENTS: 3+ CREDITS

	<i>Minimum Grade</i>
___ Diversity (DV)	C- or CR
** Upper Division Communication/Writing (CW) – satisfied by MGT 3810 or 3815	C-
** International (IR) – satisfied by Global Perspectives	C-
** Bachelor of Science (RECOMMENDED)	
Quantitative Intensive (QI) – satisfied by FINAN 3040 or 3041 and 3050	C-
OR	
___ Bachelor of Arts (not recommended for Eccles School students) at least 2020 level proficiency in a foreign language	C- or CR

** denotes courses satisfied by Eccles School requirements

NOTES:

MARKETING

2018-2019 CATALOG YEAR

Understand market research, consumer behavior, advertising, and international marketing. Learn how to build brands that people want.

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' 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](#) and on the [class schedule](#).

CORE: 9 CREDITS

___ **OIS 3440** – Applications of Business Statistics (QB)

PREREQUISITE: C- or better in 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.

___ **MKTG 4020** – Marketing Management (CW)

PREREQUISITES: C- or better in MKTG 3010 or 3011 and full major status in Marketing

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

___ **MKTG 4450** – Marketing Research

PREREQUISITES: C- or better in MKTG 3010 or 3011 and OIS 3440 and full major status in Marketing

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).

ELECTIVES: 9 CREDITS

___ **9 credits of electives:**

MKTG 4310 – Digital Marketing & Analytics

PREREQUISITE: C- or better in MKTG 3010 or 3011

MKTG 4350 – Digital Analytics & Database Marketing

PREREQUISITE: C- or better in MKTG 3010 or 3011

MKTG 4380 – Pricing & Revenue Management

PREREQUISITE: C- or better in MKTG 3010 or 3011

MKTG 4500 – Introduction to Advertising

PREREQUISITE: C- or better in MKTG 3010 or 3011

MKTG 4510 – Advertising Management

PREREQUISITE: C- or better in MKTG 3010 or 3011

MKTG 4520 – Advertising Creative

PREREQUISITE: C- or better in MKTG 3010 or 3011

MKTG 4530 – AdThing Experience

PREREQUISITES: C- or better in MKTG 3010 or 3011 and department consent

Students enroll for 3 semesters, 1 credit each semester.

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- MKTG 4600** – Marketing Analytics
PREREQUISITE: C- or better in MKTG 3010 or 3011
- MKTG 4700** – Entrepreneurial Marketing
PREREQUISITE: C- or better in MKTG 3010 or 3011
- MKTG 4720** – Personal Selling
PREREQUISITE: C- or better in MKTG 3010 or 3011
- MKTG 4730** – Advanced Professional Selling & Business Development
PREREQUISITES: C- or better in MKTG 3010 or 3011 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
- MKTG 4750** – Marketing to Organizations
PREREQUISITE: C- or better in MKTG 3010 or 3011
- MKTG 4760** - Sales Technology, Analytics, & Operations
PREREQUISITE: C- or better in MKTG 3010 or 3011
- MKTG 4770** – Consumer Behavior
PREREQUISITE: C- or better in MKTG 3010 or 3011
- MKTG 4810** – Brand Management
PREREQUISITE: C- or better in MKTG 3010 or 3011
- MKTG 4880** – Marketing Internship
PREREQUISITES: 3.3+ GPA and full major status in Marketing
Students are enrolled by application only.
- MKTG 4999** – Marketing Honors Thesis/Project
PREREQUISITES: Member of the Honors College and department consent
- MKTG 5850** – Current Topics in Marketing
PREREQUISITE: C- or better in MKTG 3010 or 3011
- MKTG 5910** – Special Study
PREREQUISITES: full major status in Marketing and department consent

GLOBAL PERSPECTIVES: 6 CREDITS

- ____ **MKTG 4840** – International Marketing (IR)
PREREQUISITE: C- or better in 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.

- ____ **1 university-approved International (IR) course**