BS in MANAGEMENT: Marketing Management Emphasis (326425) MAP Sheet
Marriott School of Management
For students entering the degree program during the 2012–2013 curricular year.

This is a limited enrollment program requiring departmental admissions approval. Please see the college advisement center for information regarding requirements for admission to this emphasis.

The marketing emphasis is designed to prepare students for marketing management responsibilities, product / brand management, industrial and consumer products sales management, market analysis, and entrepreneurial activities both in the U.S. and in other areas of the world.

<table>
<thead>
<tr>
<th>UNIVERSITY CORE REQUIREMENTS</th>
<th>PROGRAM REQUIREMENTS (63–64 total hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Requirements</strong></td>
<td><strong>Classes</strong></td>
</tr>
<tr>
<td><strong>Doctrinal Foundation</strong></td>
<td></td>
</tr>
<tr>
<td>Book of Mormon</td>
<td>2</td>
</tr>
<tr>
<td>New Testament</td>
<td>1</td>
</tr>
<tr>
<td>Doctrine and Covenants</td>
<td>1</td>
</tr>
<tr>
<td><strong>The Individual and Society</strong></td>
<td></td>
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<tr>
<td>American Heritage</td>
<td>1–2</td>
</tr>
<tr>
<td>Global &amp; Cultural Awareness</td>
<td>1</td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td></td>
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<tr>
<td>Effective Communication</td>
<td></td>
</tr>
<tr>
<td>First-Year Writing</td>
<td>1</td>
</tr>
<tr>
<td>Adv Written &amp; Oral Communication</td>
<td>1</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>1</td>
</tr>
<tr>
<td>Languages of Learning (Math or Language)</td>
<td>1</td>
</tr>
<tr>
<td><strong>Arts, Letters, and Sciences</strong></td>
<td></td>
</tr>
<tr>
<td>Civilization 1 and 2</td>
<td>2</td>
</tr>
<tr>
<td>Arts</td>
<td>1</td>
</tr>
<tr>
<td>Letters</td>
<td>1</td>
</tr>
<tr>
<td>Scientific Principles &amp; Reasoning</td>
<td></td>
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<tr>
<td>Biological Science</td>
<td>1</td>
</tr>
<tr>
<td>Physical Science</td>
<td>1–2</td>
</tr>
<tr>
<td>Social Science</td>
<td>1</td>
</tr>
<tr>
<td><strong>Core Enrichment: Electives</strong></td>
<td></td>
</tr>
<tr>
<td>Religion Electives</td>
<td>3–4</td>
</tr>
<tr>
<td>Open Electives</td>
<td>Variable</td>
</tr>
<tr>
<td><strong>GRADUATION REQUIREMENTS:</strong></td>
<td></td>
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<tr>
<td>Minimum residence hours required</td>
<td></td>
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<tr>
<td>Minimum hours needed to graduate</td>
<td></td>
</tr>
</tbody>
</table>

- No more than 12 semester hours of upper-division transfer credit will be accepted toward the major and only 6 hours beyond the Integrated Management Core. No transfer courses will be accepted for the Integrated Management Core courses.

- Only courses sufficient for a single emphasis are permitted.

**Computer proficiency.** Students may demonstrate spreadsheet skills with either a B grade in an equivalent transfer course or a “P” grade in I Sys 100 and 102.

**Complete the following prerequisite courses:**

<table>
<thead>
<tr>
<th>Class</th>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acc 200</td>
<td>Principles of Accounting</td>
<td>3.0</td>
</tr>
<tr>
<td>Bus M 201</td>
<td>Financial Management</td>
<td>3.0</td>
</tr>
<tr>
<td>Bus M 241</td>
<td>Marketing Management</td>
<td>3.0</td>
</tr>
<tr>
<td>Econ 110*</td>
<td>Economic Principles and Problems</td>
<td>3.0</td>
</tr>
</tbody>
</table>

**Note:** Based on student performance to date, permission may be granted to take some restricted major-only courses.

**Apply and be formally accepted into the program.** The prerequisite courses must be completed with at least a 3.0 GPA (no grade lower than a C-), with no more than one repeat for each class. Not every student meeting the minimum requirement is guaranteed acceptance into the undergraduate program.

**Complete the following courses during your first semester admitted to the Marriott School of Management:**

<table>
<thead>
<tr>
<th>Class</th>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bus M 320</td>
<td>Career Orientation and Preparation</td>
<td>0.5</td>
</tr>
<tr>
<td>Bus M 321</td>
<td>Mentor Program</td>
<td>0.5</td>
</tr>
</tbody>
</table>

**Complete the following required courses before the integrated core:**

<table>
<thead>
<tr>
<th>Class</th>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>M Com 320*</td>
<td>Communication in Organizational Settings</td>
<td>3.0</td>
</tr>
<tr>
<td>Math 116</td>
<td>Essentials of Calculus</td>
<td>1.0</td>
</tr>
<tr>
<td>Math 118*</td>
<td>Finite Mathematics</td>
<td>3.0</td>
</tr>
<tr>
<td>Stat 121*</td>
<td>Principles of Statistics</td>
<td>3.0</td>
</tr>
</tbody>
</table>

*THESE COURSES FILL BOTH UNIVERSITY CORE AND PROGRAM REQUIREMENTS (9 hours overlap)*

FOR GENERAL EDUCATION AND PROGRAM QUESTIONS CONTACT THE ADVISEMENT CENTER IN 460 TNRB

*Should be taken during final semester*
BS MANAGEMENT: Marketing Management Emphasis (326425)  
2012–2013

Suggested Sequence of Courses**

FRESHMAN YEAR
Semester 1 (Fall)
First-year Writing or A Htg 100 3.0
Bus M 180 1.0
I Sys 100 0.5
I Sys 102 0.5
Math 110, if needed (FWSpSu) 3.0
Rel A 121 (FWSpSu) 2.0
General Education 5.0
Total Hours 15.0

Semester 2 (Winter)
First-Year Writing or A Htg 100 3.0
Econ 110 3.0
Acc 200 3.0
Bus M 241 3.0
Rel A 122 (FWSpSu) 3.0
Math 116 1.0
Total Hours 15.0

SOPHOMORE YEAR
Semester 3 (Fall)
Bus M 201 3.0
Stat 121 3.0
Rel A 211 or 212 (FWSpSu) 3.0
Bus M 371/380/382 3.0
General Education 6.0
Total Hours 15.0

Semester 4 (Winter)
Math 118 3.0
I Sys 201 (FWSpSu) 3.0
M Com 320 3.0
Rel C 324 or 325 (FWSpSu) 2.0
General Education 4.0
Total Hours 15.0

Apply to the Management Program after 3rd Semester.

JUNIOR YEAR
Semester 5 (Fall)
Bus M 320 (FW) 0.5
Bus M 321 (FWSp) 0.5
Bus M 361 (FWSp) 3.0
Bus M 390 3.0
ManEc 387 3.0
Org B 321 3.0
General Elective 3.0
Total Hours 16.0

Semester 6 (Winter)
Bus M 444 3.0
Bus M 445 3.0
Bus M 455 3.0
Acc 241 3.0
Religion Elective 2.0
Total Hours 14.0

SENIOR YEAR
Semester 7 (Fall)
Bus M 449 (FWSpSu) 3.0
Marketing Elective Course 3.0
Religion Elective 2.0
General Electives 6.0
Total Hours 14.0

Semester 8 (Winter)
Bus M 498 (FWSpSu) 3.0
Religion Elective 2.0
MSM Elective class 3.0
General Education 8.0
Total Hours 16.0

• Deadline to apply for Fall is the last working day of June by 4:30 p.m.
• Deadline to apply for Winter is the last working day of October by 4:30 p.m.

**Note:** The sequence of courses suggested may not fit the circumstances of every student. Students should contact their advisement center for help in outlining an efficient schedule.

Note: Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.

THE DISCIPLINE:
Courses are designed to create opportunities for students to develop and apply their analytical and decision-making abilities. For this reason, the Marriott School programs make extensive use of faculty expertise, case studies, student projects, and internships.

CAREER OPPORTUNITIES:
Specific job descriptions are many and varied. Some examples are: banker, consultant, financial analyst, credit analyst, real estate developer, financial planner, human resource specialist, employee benefit specialist, personnel officer, business systems consultant/analyst, sales representative, account executive, research specialist, marketing analyst, management trainee, buyer, merchandiser, production manager, technical sales person, inventory manager, logistics manager, materials supervisor.

GENERAL INFORMATION:
Students are encouraged to apply to the Marriott School of Management during their sophomore year, as soon as they have completed the pre-management core courses.

Because of controlled enrollments in management programs, the competition for acceptance is keen. Those choosing to enter this major should decide early, plan their schedules carefully, be aware of all the requirements, and stay informed about any changes by checking often with the Marriott School of Management Advisement Center. Students interested in management as a major must make application for the management major. A separate application for the School of Accountancy, Department of Information Systems, or Department of Finance is necessary for those seeking an accounting, information systems, or finance major. Students not accepted into the program should work closely with advisement personnel to select a new major outside the Marriott School.

Requirements for Application:
1. Cumulative GPA must be at least 3.0 in the pre-management courses, with no more than one repeat for each class. No grade lower than a C- will be acceptable.
   Not every student meeting the minimum requirements is guaranteed acceptance into the undergraduate program.

   2. Demonstrate a knowledge of computer skills.

   Students may demonstrate spreadsheet skills with either a minimum grade of B in an equivalent transfer course or a P grade in I Sys 100 and 102.

   Dean: Gary Cornia  
   730 TNRB, (801) 422-6822

   Associate Dean: James D. Slick  
   730 TNRB, (801) 422-2455

   Associate Dean: Michael Thompson  
   730 TNRB, (801) 422-2794

   Marriott School of Management Advisement Center  
   460 TNRB, (801) 422-4265

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