Marketing

Marketing is the art and science of managing relationships between buyers and sellers. As such, every product, service, and idea that is offered requires marketing. In addition to businesses, marketing technologies are used by non-profit organizations, government agencies, political entities, and other types of organizations. Modern marketing decisions are based on statistical analyses, market tests, and other research techniques. Studying marketing prepares students to enter this growing and ever-changing sector of the global economy in positions such as marketing managers, sales managers, retail buyers, marketing representatives, professional salespersons, or BGEN 215 - Career Readiness and BMGT 204 - Business & Entrepreneurship Fundamentals

ECNS 101IS - Economic Way of Thinking 3
Non-business/non-economics and general electives, and University Core
ECNS 202 - Principles of Macroeconomics 3
M 161Q - Survey of Calculus 4
Non-business/non-economics and general electives, and University Core
Year Total: 15 16

Sophomore Year

Credits  Fall  Spring
ACTG 201 - Principles of Financial Acct 3
BMGT 205 - Prof Business Communication 3
STAT 216Q - Introduction to Statistics 3
Non-business/non-economics and general electives, and University Core
ACTG 202 - Principles of Managerial Accounting or ACTG 223 - Principles of Accounting II 3
BMIS 211 - Data Analytics I 3
ECNS 204IS - Microeconomics 3
STAT 217Q - Intermediate Statistical Concepts or BMGT 240IS - Business Analytics 3
Non-business/non-economics and general electives, and University Core
Year Total: 15 15

Junior Year

Credits  Fall  Spring
BMKT 325 - Principles of Marketing 3
BMGT 335 - Management and Organization 3
BMIS 311 - Management Information Systems 3
Non-business/non-economics and general electives, and University Core
BMGT 322 - Operations Management 3
BFIN 322 - Business Finance 3
BMKT 337 - Consumer Behavior 3
BMKT 342R - Marketing Research 3
BMKT 343 - Integrated Marketing Communication 3
Year Total: 15 15

Senior Year

Credits  Fall  Spring
BGEN 361 - Principles of Business Law 3
BMKT 436 - Sales and Sales Management 3
Choose two of the following Marketing electives: 6
BGEN 365 - International Practicum
BMGT 405 - Supply Chain Analytics
BMKT 406 - Advertising Campaign Development
BMKT 420 - Integrated Online Marketing
BMKT 441 - International Marketing
BMKT 444 - Retail Management
BMKT 446 - Marketing for Entrepreneurs
BMKT 447 - Marketing Mix and Design
BMKT 484 - Internet Marketing Practicum
BMKT 485 - Applied Marketing Strategy
BMKT 491 - Special Topics
BMKT 498 - Internship (Must be taken for at least 3 cr, but counts as 1 BMKT elec)
GDSN 378 - Guerrilla Advertising
Non-business/non-economics and general electives, and University Core 4
BGEN 499 - Senior Thesis/Capstone: Strategy Seminar
BMKT 499 - Senior Capstone: Marketing Management
Approved Approved Elective*** 3
Non-business/non-economics and general electives, and University Core 3
Year Total: 16 13

Total Program Credits: 120

* Freshmen take BMKT 104US & BGEN 215. Students transferring into Jabs from another institution or transitioning from another MSU department, must take BMGT 204 instead of BMKT 204 + BGEN 215.

** ACTG 202 preferred.

*** Advisor Approved Elective: One course (3 credits), in addition to University Core, of any relevant upper-division course that are pre-approved by the student’s faculty advisor.

All business majors must be admitted to Jabs in order to enroll in upper-division option (300-400 level) ACTG, BGEN, BFIN, BMGT, BMIS, and BMKT courses and the senior capstone, BMKT 499. Requirements for admission to Jabs include: junior standing (completion of 60 semester credits), completion of all pre-business courses (http://catalog.montana.edu/undergraduate/business/#Degree_Programs) with no grade less than a C-, and minimum 2.50 cumulative MSU GPA.

A minimum of 120 credits is required for graduation; 42 of these credits must be in courses numbered 300 and above; 48 credits must be non-business/non-economics rubrics (although ECNS 101IS, ECNS 202, ECNS 204IS, BMGT 240IS may be included); University Core credit requirements must be satisfied.
All students transferring to Jabs must meet the MSU & Jabs residency requirements (http://catalog.montana.edu/undergraduate/business/#Acceptance_Transfer_Credits).