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, internet or direct response marketing managers, and advertising account representatives.

Marketing Option

Freshman Year

- **BGEN 104US - Business & Entrepreneurship Fundamentals Seminar** or **BGEN 204 - Business & Entrepreneurship Fundamentals**
- **ECNS 101IS - Economic Way of Thinking**
- **Non-business/non-economics and general electives, and University Core**
- **ECNS 202 - Principles of Macroeconomics**
- **M 161Q - Survey of Calculus**
- **Non-business/non-economics and general electives, and University Core**

Year Total: 15

Sophomore Year

- **ACTG 201 - Principles of Financial Acct**
- **BMGT 205 - Prof Business Communication**
- **STAT 216Q - Introduction to Statistics**
- **Non-business/non-economics and general electives, and University Core**
- **ACTG 202 - Principles of Managerial Accounting** or **ACTG 223 - Principles of Accounting II**
- **BMIS 211 - Spreadsheet and Database Skills**
- **ECNS 204IS - Microeconomics**
- **STAT 217Q - Intermediate Statistical Concepts** or **BMGT 240IS - Business Research Methods**
- **Non-business/non-economics and general electives, and University Core**

Year Total: 15

Junior Year

- **BMKT 325 - Principles of Marketing**
- **BMGT 335 - Management and Organization**
- **BGEN 302 - Career Perspectives** or **BGEN 303 - Professional Coaching Clinic**
- **BMIS 311 - Management Information Systems**
- **Non-business/non-economics and general electives, and University Core**
- **BMGT 322 - Operations Management**
- **BFIN 322 - Business Finance**
- **BMKT 337 - Consumer Behavior**

Year Total: 15

Senior Year

- **BGEN 361 - Principles of Business Law**
- **BMKT 436 - Sales and Sales Management**
- **Choose two of the following Marketing electives:**
  - **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 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**
- **BGEN 499 - Senior Thesis/Capstone: Strategy Seminar**
- **BMKT 499 - Senior Capstone: Marketing Management**
- **Approved Restricted Elective***
- **Non-business/non-economics and general electives, and University Core**

Year Total: 15

Total Program Credits: 120

* Students transferring into the Jake Jabs College of Business & Entrepreneurship, either from another institution or from another MSU department, who have already earned credit for a University Seminar (US) course must take BGEN 204 instead of BGEN 104US.

** 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 and BMKT courses and the senior capstone, BGEN 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; 54 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.

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<tr>
<th>Course</th>
<th>Credits</th>
<th>Fall</th>
<th>Spring</th>
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<tbody>
<tr>
<td>BMKT 325 - Principles of Marketing</td>
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<td>BMGT 335 - Management and Organization</td>
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<td>BMKT 343 - Integrated Marketing Communication</td>
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All students transferring to Jabs must meet the MSU & Jabs residency requirements (http://catalog.montana.edu/undergraduate/business/#Acceptance_Transfer_Credits).
Font Notice

This document should contain certain fonts with restrictive licenses. For this draft, substitutions were made using less legally restrictive fonts. Specifically:

Times was used instead of Adobe Garamond Pro.

The editor may contact Leepfrog for a draft with the correct fonts in place.