

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	Credits	
	Fall	Spring
BGEN 104US - First Year Business Seminar*	3	
ECNS 101IS - Economic Way of Thinking	3	
Non-business/non-economics and general electives, and University Core	9	
BGEN 204 - Business Fundamentals		3
ECNS 202 - Principles of Macroeconomics		3
M 161Q - Survey of Calculus		4
Non-business/non-economics and general electives, and University Core		5
Year Total:	15	15
Sophomore Year	Credits	
	Fall	Spring
ACTG 201 - Principles of Financial Accounting	3	
BMGT 205 - Prof Business Communication	3	
BMIS 211 - Data Analytics I	3	
STAT 216Q - Introduction to Statistics	3	
Non-business/non-economics and general electives, and University Core	3	
ACTG 202 - Principles of Managerial Accounting** or ACTG 223 - Principles of Financial Accounting II		3
ECNS 204IS - Microeconomics		3
BMGT 240IS - Business Analytics		3
Non-business/non-economics and general electives, and University Core		6
Year Total:	15	15
Junior Year	Credits	
	Fall	Spring
BMKT 325 - Principles of Marketing	3	
BMGT 335 - Management and Organization	3	
BMIS 312 - Data Analytics II	3	
Non-business/non-economics and general electives, and University Core	6	
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)		
Non-business/non-economics and general electives, and University Core	3	
BGEN 499 - Senior Thesis/Capstone: Strategy Seminar		4
BMKT 499 - Senior Capstone: Marketing Management		3
Approved Approved Elective***		3
Non-business/non-economics and general electives, and University Core		5
Year Total:	15	15
Total Program Credits:		120

* BGEN 104US preferred, but any University Seminar (US) core course may satisfy this requirement.

**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.

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 Jobs must meet the MSU & Jobs residency requirements (http://catalog.montana.edu/undergraduate/business/#Acceptance_Transfer_Credits).