

2024-2025 CATALOG YEAR

MARKETING

MAJOR

Gain the personal and technical skills to succeed in a sales career. Understand personal selling, sales management, business-to-business marketing and sales technology, analytics, and operations.

Admission to the Marketing major is competitive. Please visit [Eccles.link/MKTG-Admission](https://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’s 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 at catalog.utah.edu and on the class schedule.

Visit [Eccles.link/BCore](https://eccles.link/BCore) to see what core you have been assigned and make an appointment with your academic advisor at [Eccles.link/youradvisor](https://eccles.link/youradvisor) to confirm your path to graduation.

CORE: 6 CREDITS

		CLASS	PREREQUISITES
	3	MKTG 4020 – Marketing Management (Capstone)	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040 <u>and</u> Full major status in Marketing
	3	MKTG 4450 – Marketing Research	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040

GLOBAL PERSPECTIVES: 3 CREDITS

	CLASS	PREREQUISITES
3	MKTG 4840 – International Marketing (IR)	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040

ELECTIVES: 15 CREDITS

	CLASS	PREREQUISITES
3	MKTG 4310 – Digital Marketing & Analytics	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4350 – Digital Analytics & Database Marketing	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4380 – Pricing	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4500 – Introduction to Advertising	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4510 – Advertising Management	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4520 – Advertising Creative	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4530 – AdThing Experience	Department consent. Students may enroll for up to 3 semesters, 1 credit each semester.
3	MKTG 4600 – Marketing Analytics	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4620 – Machine Learning Marketing	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4640 – Marketing Text Analytics	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4700 – Entrepreneurial Marketing	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4720 – Personal Selling	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040

	CLASS	PREREQUISITES
3	MKTG 4730 – Advanced Professional Selling & Business Development Typically fall only	C- or better in MKTG 3010 or 3011 or BC 3040 or MKTG 3040 and B- or better in MKTG 4720
3	MKTG 4740 – Strategic Sales Management in an e-Commerce World Typically fall only	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4750 – Marketing to Organizations Typically fall only	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4760 – Sales Technology, Analytics, & Operations Typically spring only	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4770 – Consumer Behavior	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4780 – Sports Marketing	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 4810 – Brand Management	C- or better in (MKTG 3040 OR BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011) <u>and</u> Full Major or Minor status in the David Eccles School of Business.
3	MKTG 4880 – Marketing Internship	C- or better in MKTG 3000 or 3010/11 or BCOR 3040 or MKTG 3040 <u>and</u> 3.3+ GPA <u>and</u> Full major status in Marketing. Students are enrolled by application only.
3	MKTG 4999 – Marketing Honors Thesis/Project	Member of the Honors College and department consent
3	MKTG 5850 – Current Topics in Marketing	C- or better in MKTG 3010 or 3011 or BCOR 3040 or MKTG 3040
3	MKTG 5910 – Special Study	Full major status in Marketing and department consent