

2025-2026 CATALOG YEAR

MARKETING

PROFESSIONAL SELLING & BUSINESS DEVELOPMENT EMPHASIS 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 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.

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) <i>MKTG 5000 is not an approved substitution</i>	C- or better in MKTG 3000, BCOR 3040 or MKTG 3040 <u>and</u> Full major status in Marketing Professional Selling & Development Emphasis
	3	MKTG 4720 – Personal Selling	C- or better in MKTG 3000, BCOR 3040 or MKTG 3040

ELECTIVES: 15 CREDITS (9 credits must be from MKTG Sales electives listed below; up to 6 credits may be from any Upper-Division MKTG courses not already required.)

		CLASS	PREREQUISITES
	3	MKTG 4730 – Advanced Professional Selling & Business Development <i>Typically fall only</i>	C- or better in MKTG 3000, BCOR 3040 or MKTG 3040 <u>and</u> B- or better in MKTG 4720
	3	MKTG 4740 – Strategic Sales Management in an e-Commerce World <i>Typically fall only</i>	C- or better in BCOR 3040 or MKTG 3040
	3	MKTG 4750 – Marketing to Organizations <i>Typically fall only</i>	C- or better in BCOR 3040 or MKTG 3040
	3	MKTG 4760 – Sales Technology, Analytics, & Operations <i>Typically spring only</i>	C- or better in BCOR 3040 or MKTG 3040
	3	MKTG 4880 – Marketing Internship	3.3+ GPA <u>and</u> Full major or minor status in Marketing or Marketing Professional Selling & Development Emphasis. Students are enrolled by application only.
	3-6	3-Credit, Upper-Division MKTG Courses*	

*Excluding MKTG 2310, MKTG 3000, MKTG 3040, and MKTG 5000

GLOBAL PERSPECTIVES: 3 CREDITS

		CLASS	PRE-REQUITIES
	3	MKTG 4840 – International Marketing (IR)	C- or better in MKTG 3000, 3010 or 3011, BCOR 3040, or MKTG 3040