



# BACHELOR OF SCIENCE IN BUSINESS MAJOR IN MARKETING EMPHASIS IN GENERAL MARKETING

## TOP 5% OF BUSINESS PROGRAMS WORLDWIDE

With a major in Marketing you will have the skills help your organization stay competitive in a constantly changing business climate. You will explore market research tools and learn how to use marketing tools such as product, price, place, and promotion to create effective marketing strategies.

In addition to your marketing coursework, you will graduate from U of I with a strong business foundation, grow your communication skills, and have hands-on experiences that prepare you for your first career after graduation!

- Gain practical experience through Vandal Solutions, U of I's own student-run marketing firm.
- Use state-of-the-art data analytics to help organizations make impactful decisions.
- Practice your pitch and improve your sales skills through U of I's Pitch Competition.
- Tailor your classes to meet your career goals by choosing one of three emphasis areas: Sales Management, Entrepreneurship, or General Marketing options.

WHAT CAN YOU DO WITH A MAJOR IN MARKETING?
Marketing Manager
Social Media Manager
Market Research Analyst
Public Relations Specialist
Sales Account Manager
Promotions Manager

## BRAVE. BOLD. BUSINESS.

The University of Idaho is the **#1 Best Value in the West** for the fifth year in a row as ranked by US News and World Report. The College of Business and Economics at U of I is among the **Top 5% of Business Schools Worldwide** and accredited by the Association to Advance Collegiate Schools of Business.

Learn more about our Major in Marketing by visiting: [uidaho.edu/marketing-degree](http://uidaho.edu/marketing-degree)



### FOR MORE INFORMATION

Contact: [cbeadvising@uidaho.edu](mailto:cbeadvising@uidaho.edu)



# BACHELOR OF SCIENCE IN BUSINESS MAJOR IN MARKETING EMPHASIS IN GENERAL MARKETING

## FIRST YEAR

### FIRST SEMESTER

REQUIRED COURSE	CREDITS
BUS 190 Integrated Business and Value Creation	3
Math 143 Pre-Calculus	3
ENGL 102 Writing and Rhetoric	3
1st Natural Science and Lab	4
COMM 101 Fundamentals of Public Speaking	3

**TOTAL 16**

### SECOND SEMESTER

REQUIRED COURSE	CREDITS
ECON 201 Principles of Macroeconomics	3
<i>American Diversity Elective</i>	3
<i>Humanities Elective</i>	3
2nd Natural Science and Lab or CORS	3-4
<i>International Elective</i>	3

**TOTAL 15-16**

## SECOND YEAR

### FIRST SEMESTER

REQUIRED COURSE	CREDITS
ACCT 201 Financial Accounting	3
ECON 202 Principles of Microeconomics	3
BLAW 265 Legal Environment of Business	3
STAT 251 Statistical Methods	3
PHIL 208 Business Ethics or PHIL 103 Intro to Ethics	3

**TOTAL 15**

### SECOND SEMESTER

REQUIRED COURSE	CREDITS
ACCT 202 Managerial Accounting	3
<i>Free Elective</i>	3
MHR 310 Leading Organizations and People	3
<i>Advanced Writing</i>	3
<i>Free Elective</i>	3

**TOTAL 15**

## THIRD YEAR

### FIRST SEMESTER

REQUIRED COURSE	CREDITS
FIN 301 Financial Resources Management	3
BUS 354 Business Analytics	3
MIS 350 Managing Information	3
OSCM 370 Introduction to Operations and Supply Chain Management	3
MKTG 321 Marketing	3

**TOTAL 15**

### SECOND SEMESTER

REQUIRED COURSE	CREDITS
<i>Upper Division Economics Elective</i>	3
MKTG 324 Consumer Behavior	3
<i>MKTG 427 OR MKTG 495 (Products Elective)</i>	3
<i>Free Elective</i>	3
<i>Free Elective</i>	3

**TOTAL 15**

## FOURTH YEAR

### FIRST SEMESTER

REQUIRED COURSE	CREDITS
MKTG 421 Marketing Research and Analysis	3
<i>Business Elective</i>	3
<i>MKTG 420 OR MKTG 422 (Promotions Elective)</i>	3
<i>MKTG 425 OR MKTG 426 (Place Elective)</i>	3
<i>Free Elective</i>	3

**TOTAL 15**

### SECOND SEMESTER

REQUIRED COURSE	CREDITS
BUS 490 Strategic Management	3
MKTG 428 Marketing Management	3
<i>MKTG 424 Pricing Strategy and Tactics (Pricing Elective)</i>	3
<i>Free Elective</i>	3
<i>Free Elective</i>	3

**TOTAL 15**