

Bachelor of Science in Business Management Marketing Emphasis

Winter 2003

PRE-BUSINESS CORE - complete prior to admission to Integrated Business Core. (2.5 GPA, B-/C+ average) 27 credits

Business 101	Introduction to Business	3 credits	_____
Information Systems 140 (fulfills GE)	Microcomputer Applications	3 credits	_____
Economics 111 (fulfills GE)	Economic Principles and Problems - Macro	3 credits	_____
Economics 112 (fulfills GE)	Economics Principles and Problems - Micro	3 credits	_____
Business 220	Business Communications	3 credits	_____
Business 275	Business and the Legal Environment	3 credits	_____
Math 221	Principles of Statistics	3 credits	_____
Accounting 201	Financial Accounting	3 credits	_____
Accounting 202	Managerial Accounting	3 credits	_____

ADDITIONAL GENERAL EDUCATION 32 credits

English 111	College Writing	3 credits	_____
Math 108	Quantitative Reasoning	3 credits	_____
Arts and Letters	choose one of each	6 credits	_____
Physical and Biological Sciences	choose 4 credits of each	8 credits	_____
*Religion	Rel 121, 122, and 8 add'l credits plus *Rel 431 (see below)	12 credits	_____

BUSINESS CORE REQUIREMENTS – Required for all Business Management Majors 32 credits

These courses may be taken prior to completion of the pre-business core if course prerequisites are completed.

Economics 358	International Economics	3 credits	_____
English 312 or 312C (fulfills GE)	Advanced Writing for Business	3 credits	_____
Information Systems 350	Management Information Technology	3 credits	_____
Religion 431	Doctrines of the Gospel	2 credits	_____

These courses may not be taken until the pre-business core is complete:

New Venture Integrated Business Core

Take these four classes together as a group:

Business 301	Financial Management	3 credits	_____
Business 321	Organizational Behavior	3 credits	_____
Business 341	Marketing Management	3 credits	_____
Business 361	Operations Management	3 credits	_____
		12 credits	_____

This course should be taken between junior and senior year. B 301, 321, 341 must be completed before enrollment into B 398.

Business 398	Professional Internship	3 credits	_____
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One of these capstone courses must be taken during senior year.

Business 499A, 499B, 499C or 499D	Business Strategy Capstone (see catalog)	3 credits	_____
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MARKETING EMPHASIS, ENRICHMENT COURSES, AND ELECTIVES 25 credits

Required:			
Business 442	Marketing Research	3 credits	_____
Business 454	Sales/Customer Relationships	3 credits	_____
Marketing Electives (Choose 3):			
Business 431	Global Marketing	3 credits	_____
Business 444	Buyer Behavior	3 credits	_____
Business 450	Innovative Business Lab	3 credits	_____
Business 455	Integrated Marketing Communications	3 credits	_____
Business 456	Retail Management	3 credits	_____
Business 459	Marketing Strategy	3 credits	_____
Comm 230	Introduction to Advertising	3 credits	_____
Comm 235	Introduction to Public Relations	3 credits	_____
Enrichment Courses		choose from list on reverse side	6 credits _____
Electives – any BYU-Idaho Courses			4 credits _____

ENRICHMENT COURSES
Choose a total of six credits from this list.

NOTE: Students may not use the same course for both general management emphasis and enrichment courses.
Students may not use the same courses for both GE and enrichment courses.

International

Anth 340-350	Anthropology Series	3
Chin 345	Chinese Culture	3
Chin 347	Chinese Literature in Translation	3
Eng 362	World Literature	3
Fr 202	Intermediate French II	3
Fr 400	French Civilization and Culture	3
Geog 120	Geography and World Affairs	3
Geog 321	Geography of Develop Nations	3
Ger 202	Introduction to German Literature	3
Ger 400	German Civilization and Culture	3
Hist 201/202	World Civilization	3/3
Hum 201/202	Arts in West Culture	3/3
Hum 342	Humanities of Islamic World	3
Hist 325	The Middle East	3
Hist 330	The Far East	3
Hist 335	Africa Since 1400	3
Hist 340	Latin America	3
Pol Sc 170	International Politics	3
Port 202	Readings in Portuguese Literature	3
Russ 340	Russian Culture	3
Span 202	Readings in Hispanic Literature	3
Span 302	Hispanic Lit for Advanced Speakers	3

Quantitative/Computer Skills

Math 119	Elementary Calculus	4
CS 144	Introduction to Software Development	3
IS 235	Web Page Development	3
IS 230	Page Layout and Graphics	3

Human Relations/Training

Comm 150	Interpersonal Theory and Practice	3
Comm 240	Small Group Communication	3
Comm 250	Organizational Communication	3
Soc 323	Racial and Ethnic Relations	3
Soc 357	Human Relations and Leadership	3
RLE 343	Experiential Education/Adventure Challenge Leadership	3
Psych 365	Motivation & Emotion	3

Marketing Communications

Comm 140	Mass Media and Society	3
Comm 230	Introduction to Advertising	3
Comm 235	Introduction to Public Relations	3
Art 130	Introduction to Graphic Design	3

Public Management/Non-Profit Organizations

PolSc 311	State and Local Government	3
PolSc 330	Introduction to Public Administration	3
SW 260	Introduction to Social Work	3
SW 362	Social Service Practice I – Individual	3
SW 364	Social Service Practice II - Group	3

OTHERS TBD/upon approval of advisor and department chair