



### **Twin Cities Campus**

## **Marketing B.S.B.**

Marketing

**Curtis L. Carlson School of Management**

- Program Type: Baccalaureate
- Requirements for this program are current for Spring 2012
- Required credits to graduate with this degree: 120
- Required credits within the major: 76
- Degree: Bachelor of Science in Business

Marketing is concerned with the flow of goods and services through the economy and the distribution of both industrial and consumer goods. Because more than one half of the consumer dollar goes to pay for marketing services, marketing is a significant part of the economy, and the efficiency with which marketing activities are carried out has major social and economic implications.

### **Program Delivery**

This program is available:

- via classroom (the majority of instruction is face-to-face)

### **Admission Requirements**

Freshman and transfer students are usually admitted to pre-major status before admission to this major

A GPA above 2.0 is preferred for the following:

- 3.00 transferring from another University of Minnesota college
- 3.00 transferring from outside the University

Students in the school have no restrictions on declaring the major but must complete the tool courses before starting the upper division major requirements. Students from outside of the school must meet overall admission standards to enter this major, including completion of the tool courses. Students entering as sophomores should complete microeconomics, macroeconomics, and calculus prior to transfer. Students entering as juniors should complete microeconomics, macroeconomics, calculus, statistics, and accounting prior to transfer.

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

### **Required prerequisites**

#### **Tool Courses**

- ECON 1101** - Principles of Microeconomics [SOCS, GP] (4.0 cr)
  - or **APEC 1101** - Principles of Microeconomics [SOCS, GP] (4.0 cr)
  - or **APEC 1101H** - Principles of Microeconomics [SOCS, GP] (4.0 cr)
- ECON 1102** - Principles of Macroeconomics (4.0 cr)
  - or **APEC 1102** - Principles of Macroeconomics (3.0 cr)
  - or **APEC 1102H** **(Inactive)** (4.0 cr)
- MATH 1142** - Short Calculus [MATH] (4.0 cr)
  - or **MATH 1271** - Calculus I [MATH] (4.0 cr)
  - or **MATH 1571H** - Honors Calculus I [MATH] (4.0 cr)
  - or **MATH 1572H** - Honors Calculus II (4.0 cr)
- BA 2551** - Business Statistics in R [MATH] (4.0 cr)
  - or **SCO 2550H** **(Inactive)** (4.0 cr)
- ACCT 2051** - Introduction to Financial Reporting (4.0 cr)
  - or **ACCT 2051H** - Honors: Introduction to Financial Reporting (4.0 cr)

### **General Requirements**

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the [liberal education requirements](#). Required courses for the major or minor in which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

### **Program Requirements**

#### **Lower Division Requirements**

Students entering the program as freshmen or sophomores take MGMT 1001. Students who transfer in as juniors complete MGMT



3001 instead.

[PSY 1001](#) - Introduction to Psychology [SOCS] (4.0 cr)

[BA 2021](#) - Design Your Career (1.0 cr)

[BA 1011](#) - Leading Self & Teams (2.0 cr)

or [MGMT 3001](#) - Fundamentals of Management (3.0 cr)

#### Immersion Core

Students complete the Immersion Core as a cohort.

[FINA 3001](#) - Finance Fundamentals (3.0 cr)

[MKTG 3001](#) - Principles of Marketing (3.0 cr)

[SCO 3001](#) - Sustainable Supply Chain and Operations (3.0 cr)

[MGMT 3004](#) - Strategic Management (3.0 cr)

#### Additional Core Requirements

[ACCT 3001](#) - Strategic Management Accounting (3.0 cr)

[IDSC 3001](#) - Information Systems & Digital Transformation [TS] (3.0 cr)

[HRIR 3021](#) - Human Capital Management (3.0 cr)

[BA 3033W](#) - Business Communication [WI] (3.0 cr)

or [MGMT 3033V](#) *[Inactive]*[WI] (3.0 cr)

#### Major requirements

[MKTG 3011](#) - Marketing Research (4.0 cr)

[MKTG 3041](#) - Buyer Behavior (4.0 cr)

[MKTG 4081W](#) - Marketing Strategy [WI] (4.0 cr)

Take 12 or more credit(s) from the following:

- [MKTG 4031](#) - Sales Management (4.0 cr)

- [MKTG 4051](#) - Advertising and Promotion (4.0 cr)

- [MKTG 4061](#) - Marketing Channels (4.0 cr)

- [MKTG 4082W](#) - Brand Management [WI] (4.0 cr)

- [MKTG 4090](#) - Marketing Topics (2.0 - 4.0 cr)

#### International Experience

Students must complete an international experience as part of the program requirements. Short-term or semester-length programs may be used to meet this requirement. Students participate in International Experience (IE) 101 early in their program to begin planning.

## Program Sub-plans

A sub-plan is not required for this program.

#### Honors UHP

This is an honors sub-plan.

Students admitted to the University Honors Program (UHP) must fulfill UHP requirements in addition to degree program requirements. Honors courses used to fulfill degree program requirements will also fulfill UHP requirements.

Current departmental honors course offerings are listed at:

[http://www.honors.umn.edu/academics/curriculum/dept\\_courses\\_current.html](http://www.honors.umn.edu/academics/curriculum/dept_courses_current.html)

Honors students complete an honors thesis project in the final year, most often in conjunction with an honors thesis course, or with an honors directed studies or honors directed research course. Students select honors courses and plan for a thesis project in consultation with their UHP adviser and their departmental faculty adviser.