Duluth Campus

Marketing and Graphic Design B.B.A.

Marketing

Labovitz School of Business and Economics

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2018
- Required credits to graduate with this degree: 120
- Required credits within the major: 107
- Degree: Bachelor of Business Administration

Marketing & Graphic Design (MGD) combines knowledge and skills from two complementary domains: marketing and graphic design. Students enrolled in this major will get a broad exposure to the fundamentals of business and economics. In addition, they will receive specialized training in marketing and creative design. The degree enables graduates to work effectively in industry-standard creative teams, moving from empirically identifying and measuring consumer needs and desires to the design of effective promotional graphic systems and materials. Students enrolled in BBA-MGD will not be eligible to major or minor in marketing because of the curriculum overlap.

Program Delivery

This program is available:

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

Admission Requirements

Students must complete 11 courses before admission to the program.

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

A GPA above 2.0 is preferred for the following:

- 2.60 already admitted to the degree-granting college
- 2.60 transferring from another University of Minnesota college
- 2.60 transferring from outside the University

Students will need to apply for admission into the major. Admissions will be based on interviews and review of previous academic record. Once admitted, students should meet the Apple MacBook Pro requirement for taking graphic design courses.

For information about University of Minnesota admission requirements, visit the Office of Admissions website.

Required prerequisites

Introductory Course (1 cr)

Not required for transfer students with 30 or more credits, or for students who change college into LSBE.

UST 1000 - Learning in Community (1.0 - 2.0 cr)

Pre-major Requirements (33 cr)

ACCT 2001 - Principles of Financial Accounting (3.0 cr)
BLAW 2001 - The Legal Environment [LE CAT8, HUMANITIES] (3.0 cr)
ECON 1022 - Principles of Economics: Macro [LE CAT, SOC SCI] (3.0 cr)
ECON 1023 - Principles of Economics: Micro [LE CAT, SOC SCI] (3.0 cr)
ECON 2030 - Applied Statistics for Business and Economics [LOGIC & QR] (3.0 cr)
MIS 2201 - Information Technology in Business (3.0 cr)
PSY 1003 - General Psychology [LE CAT, SOC SCI] (4.0 cr)
WRIT 1120 - College Writing [LE CAT, WRITING] (3.0 cr)

Communications or Foreign Language

LSBE students are encouraged to take at least one year of a college-level foreign language. (See Students Affairs)

COMM 1112 - Public Speaking [LE CAT, COMM & LAN] (3.0 cr)
or COMM 1222 - Interpersonal Communication [LE CAT, LECD C, COMM & LAN] (3.0 cr)

Math

MATH 1160 - Finite Mathematics and Introduction to Calculus [LE CAT, LOGIC & QR] (5.0 cr)
or MATH 1296 - Calculus I [LE CAT, LOGIC & QR] (5.0 cr)

General Requirements

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The Board of Regents, on recommendation of the faculty, grants degrees from the University of Minnesota. Requirements for an undergraduate degree from University of Minnesota Duluth include the following:

1. Students must meet all course and credit requirements of the departments and colleges or schools in which they are enrolled including an advanced writing course. Students seeking two degrees must fulfill the requirements of both degrees. However, two degrees cannot be awarded for the same major.
2. Students must complete all requirements of the Liberal Education Program.
3. Students must complete a minimum of 120 semester credits.
4. At least 30 of the last 60 degree credits earned immediately before graduation must be awarded by UMD.
5. Students must complete at least half of their courses at the 3xxx-level and higher at UMD. Study-abroad credits earned through courses taught by UM faculty and at institutions with which UMD has international exchange programs may be used to fulfill this requirement.
6. If a minor is required, students must take at least three upper division credits in their minor field from UMD.
7. The minimum cumulative UM GPA required for graduation will be 2.00 and will include only University of Minnesota coursework. A minimum UM GPA of 2.00 is required in each UMD undergraduate major and minor. No academic unit may impose higher grade point standards to graduate.
8. Diploma, transcripts, and certification will be withheld until all financial obligations to the University have been met.

Program Requirements

1. LSBE students are encouraged to take at least one year of college-level foreign language.

2. 50% of all required business credits, including the upper-division economics elective, must be taken from LSBE faculty.

3. Students must complete a minimum of 30 credits while enrolled in LSBE.

4. No more than 9 credits (3 courses) pertaining to a specific major may be taken abroad, unless an exception is approved by petition.

Arts/Design Lower Division (15 cr)
ART 1011 - 2-D Design (3.0 cr)
ART 1013 - 2-D Digital Design (3.0 cr)
ART 1900 - Visual Literacy [LE CAT, FINE ARTS] (3.0 cr)
ART 2905 - Design Technology I (3.0 cr)
ART 2907 - Typography I (3.0 cr)

LSBE Core (18 cr)
MGTS 3301 - Production and Operations Management (3.0 cr)
FIN 3601 - Corporate Finance (3.0 cr)
MGTS 3401 - Organizational Behavior and Management (3.0 cr)
MGTS 3801 - Human Resource Management (3.0 cr)
MGTS 4481 - Strategic Management (3.0 cr)
MKTG 3701 - Principles of Marketing (3.0 cr)

Marketing Group A (9 cr)
MKTG 3711 - Marketing Research (3.0 cr)
MKTG 4721 - Advertising and Marketing Communications (3.0 cr)
MKTG 4731 - Consumer Behavior (3.0 cr)

Marketing Electives Group B (9 cr)
MKTG 3711, 3761, 3767, 4721, 4731, 4762, 4763 may not be used to fulfill this requirement.
Take 9 or more credits from the following:
MKTG 37xx
or MKTG 47xx
or FST 4225 - INTB 4201, Chinese Business and Economics [GLOBAL PER] (3.0 cr)
or FST 4295 - INTB 4211 Innovation in Ireland (GLOBAL PER) [GLOBAL PER] (3.0 cr)

Arts/Design Electives Group C (12 cr)
Take 12 or more credit(s) from the following:
- ART 2906 - Design Technology II (3.0 cr)
- ART 2911 - Graphic Design I (3.0 cr)
- ART 3922 - Graphic Design II (3.0 cr)
- ART 3933 - Graphic Design III (3.0 cr)
- ART 3937 - Typography II (3.0 cr)

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•ART 4908 - Interactive Design I (3.0 cr)

Supporting Courses (7 cr)

Seven credits from a LSBE second major or a LSBE minor, may be applied to this requirement.

Economics or Non-LSBE Requirement

Take one Economics 3xxx or 4xxx course or any other non-LSBE course.

International Requirement

Take exactly 1 course(s) from the following:

•ACCT 4505 - International Accounting (3.0 cr)
•AMIN 3410 - Fur Trade in Canada and the United States [CDIVERSITY] (3.0 cr)
•ANTH 3628 - Women in Cross-Cultural Perspective (3.0 cr)
•ANTH 3632 - Latin American Cultures (3.0 cr)
•ANTH 3638 - Peoples and Cultures of the Middle East (3.0 cr)
•ECON 3150 - Development Economics (3.0 cr)
•ECON 3402 - Global Economic Issues (3.0 cr)
•ECON 4410 - International Economics (3.0 cr)
•ENGL 3501 - British Literature I [HUMANITIES] (4.0 cr)
•ENGL 3502 - British Literature II [HUMANITIES] (4.0 cr)
•FIN 3649 - International Finance (3.0 cr)
•FR 4412 - Contemporary French Culture and Society [HUMANITIES, GLOBAL PER] (4.0 cr)
•FR 4422 *{Inactive}*[HUMANITIES] (4.0 cr)
•FST 4225 - INTB 4201, Chinese Business and Economics [GLOBAL PER] (3.0 cr)
•FST 4295 - INTB 4211 Innovation in Ireland (GLOBAL PER) [GLOBAL PER] (3.0 cr)
•GEOG 3461 - Geography of Global Resources (3.0 cr)
•GER 4302 - German Women Writers and Filmmakers [HUMANITIES] (4.0 cr)
•GER 4305 - German Cinema [HUMANITIES] (4.0 cr)
•GER 4404 - Contemporary Germany [HUMANITIES, GLOBAL PER] (4.0 cr)
•HCM 4560 - International Comparisons of Health Care Systems (3.0 cr)
•HIST 3243 - Europe in Crisis in the 20th Century (4.0 cr)
•HIST 3244 - Holocaust & Genocide in Europe in the 20th Century (4.0 cr)
•HIST 3264 - Russian Empire under the Tsars: Russia under the Romanovs from Peter the Great to Lenin [GLOBAL PER] (4.0 cr)
•HIST 3386 - The United States and the World since 1898 (4.0 cr)
•HIST 3615 - Modern Africa (4.0 cr)
•HIST 3616 *{Inactive}*(4.0 cr)
•HIST 3726 - Modern Middle East: 18th Century-Present [GLOBAL PER] (4.0 cr)
•HIST 3825 - Islamic History from Muhammad to the Ottomans [GLOBAL PER] (4.0 cr)
•MGTS 4474 - International Management (3.0 cr)
•MGTS 4861 - International Human Resource Management (3.0 cr)
•MKTG 4774 - International Marketing (3.0 cr)
•POL 3451 - Theories of International Relations (4.0 cr)
•POL 3456 - International Security: War and More (4.0 cr)
•POL 3517 - Western European Political Systems (4.0 cr)
•POL 3570 - Politics of Developing Nations (3.0 cr)
•SOC 3945 - Social Stratification (3.0 cr)
•SPAN 3042 - Civilization, Cultures and Communities in Latin America [HUMANITIES, GLOBAL PER] (4.0 cr)
•SPAN 3044 - Civilization, Cultures and Communities of Spain [HUMANITIES, GLOBAL PER] (4.0 cr)
•SPAN 4011 - Latin American Prose [HUMANITIES] (4.0 cr)
•SPAN 4017 - Latin American Cinema and Culture [FINE ARTS] (4.0 cr)
•SPAN 4018 - Latin America From Within [HUMANITIES] (4.0 cr)
•SPAN 4027 - Contemporary Literature and Culture of Spain [HUMANITIES] (4.0 cr)
•WS 3000 - Transnational Perspectives on Feminism [SOC SCI, GLOBAL PER] (3.0 cr)
•WS 3001 - Gender Relations in the Global South [GLOBAL PER] (3.0 cr)
•WS 3002 - Latin American Women: Culture and Politics (3.0 cr)
•WS 3400 - Women and Film [GLOBAL PER] (3.0 cr)

Advanced Writing Requirement (3 cr)

BCOM 3141 - Business Communications (3.0 cr)
or WRIT 3121 - Advanced Writing: Business and Organizations (3.0 cr)

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