MARKETING (B.S.BUS.)

Required course work includes the university requirements (see regulation J-3 (https://catalog.uidaho.edu/general-requirements-academic-procedures/j-general-requirements-baccalaureate-degrees/)), the college requirements, and:

Code	Title		Hours
College of Bu	usiness & Econor	nics Requirements (https://	54-57
3		related-units/business-economics/	
#generalgrad	duationrequireme	entstext)	
Major Requir	rements		24-44
Total Hours			78-101

Major Requirements

Code	Title	Hours
MKTG 324	Consumer Behavior	3
MKTG 421	Marketing Research & Analysis	3
MKTG 428	Marketing Management	3
Emphases		
Select one of the	following emphases:	15-35
General Marke	ting (p. 1)	
Sales Manage	ment (p.)	
Entrepreneurs	hip (p. 1)	
PGA Golf Mana	agement (p. 1)	
Marketing Ana	lytics (p. 2)	
Total Hours		24-44

A. General Marketing Emphasis

Code	Title	Hours
Product Elective		3
MKTG 427	Services Marketing	
or MKTG 49	Product Development and Brand Management	
Pricing Requirem	ent	3
MKTG 424	Pricing Strategy and Tactics	
Place Elective		3
MKTG 425	Retail Distribution Management	
or MKTG 42	Marketing Channels Management	
Promotions Elect	ive	3
MKTG 420	Integrated Marketing Communication	
or MKTG 42	2Sales Management	
Business Elective		3
One 300-400 le	evel CBE course	
Total Hours		15

Courses to total 120 credits for this degree

B. Sales Management Emphasis

Code	Title	Hours
BUS 303	Business Negotiations	3
MKTG 422	Sales Management	3
MKTG 432	Advanced Sales Management	3
Sales Electives		
Select 6 credits from the following		6

	MHR 417	Deploying and Developing Human Capital	
	MKTG 420	Integrated Marketing Communication	
	MKTG 423	Digital Marketing Strategy	
	MKTG 424	Pricing Strategy and Tactics	
	MKTG 425	Retail Distribution Management	
	MKTG 426	Marketing Channels Management	
	OM 470	Supply Chain Analytics	
	Sales Practicur	n/Sales Internship	
Se	elect three credit	ts from the following	3
	BUS 429	Vandal Solutions	
	MKTG 398	Internship	
То	tal Hours		18

Courses to total 120 credits for this degree.

C. Entrepreneurship Emphasis

Code	Title	Hours
ACCT 482	Enterprise Accounting	3
ENTR 414	Entrepreneurship	3
ENTR 415	New Venture Creation	3
Marketing Electiv	ves	
Select one cours	e from the following:	3
MKTG 420	Integrated Marketing Communication	
MKTG 422	Sales Management	
MKTG 424	Pricing Strategy and Tactics	
MKTG 425	Retail Distribution Management	
MKTG 426	Marketing Channels Management	
MKTG 427	Services Marketing	
MKTG 482	International Marketing	
MKTG 495	Product Development and Brand Management	
Entrepreneurship	Practicum/Internship/Vandal Solutions	
Select 3 credits f	rom the following:	3
BUS 429	Vandal Solutions (Max 6 credits)	
MKTG 398	Internship	
Business Elective	e	3
One 300-400 l	evel CBE course	
Total Hours		18

Courses to total 120 credits for this degree

D. PGA Golf Management Emphasis

Title	Hours
Introduction to PGA Golf Management	2
PGA Golf Management I	3
PGA Golf Management II	3
Internship (Max 6 credits)	4
PGA Golf Management III	3
Internship (Max 6 credits)	6
Teaching Golf I	2
Teaching Golf II	2
Teaching Golf III	2
ent	3
Pricing Strategy and Tactics ²	
	Introduction to PGA Golf Management PGA Golf Management I PGA Golf Management II Internship (Max 6 credits) PGA Golf Management III Internship (Max 6 credits) Teaching Golf I Teaching Golf III Teaching Golf III Ent

Place Elective		3
MKTG 425	Retail Distribution Management	
or MKTG 42	26Marketing Channels Management	
Product Elective		3
MKTG 427	Services Marketing	
or MKTG 49	95Product Development and Brand Management	
Promotions Elect	tive	3
MKTG 420	Integrated Marketing Communication	
or MKTG 42	22Sales Management	
Total Hours		39

Courses to total 129 credits for this degree

Students must pass the PGA Player Ability Test. Students must have a 12.0 handicap or better to enter this program. Students must also be a U.S. citizen to be eligible for PGA membership.

E. Marketing Analytics Emphasis

Code	Title	Hours
MKTG 431	Marketing Analytics	3
STAT 422	Survey Sampling Methods	3
STAT 431	Statistical Analysis	3
Select two of the	following:	6
ANTH 416	Qualitative Social Science Methods	
MATH 160	Survey of Calculus	
MATH 170	Calculus I	
MATH 175	Calculus II	
MATH 183	Introduction to Data Science in Python	
MATH 330	Linear Algebra	
MIS 455	Data Management for Big Data	
PSYC 430	Tests and Measurements	
STAT 407	Experimental Design	
or STAT 50	7 Experimental Design	
STAT 418	Multivariate Analysis	
STAT 426	SAS Programming	
STAT 427	R Programming	
STAT 436	Applied Regression Modeling	
or STAT 516	5 Applied Regression Modeling	
STAT 514	Nonparametric Statistics	
Marketing Elective	/es	
Select one course	e from the following:	3
MKTG 420	Integrated Marketing Communication	
MKTG 422	Sales Management	
MKTG 423	Digital Marketing Strategy	
MKTG 424	Pricing Strategy and Tactics	
MKTG 425	Retail Distribution Management	
MKTG 426	Marketing Channels Management	
MKTG 427	Services Marketing	
MKTG 482	International Marketing	
MKTG 495	Product Development and Brand Management	
Total Hours		18

General Marketing Emphasis

Spring Term 3 MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42 MKTG 425 OR MKTG 42 Spring Term 4 BUS 490 MKTG 428 MKTG 424 Elective Course International Course	Hours Marketing Research & Analysis ve Course	3 3 3 3 15 3 3 3 3 3 3 3 3 3 15 3 3 3 3
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42 MKTG 425 OR MKTG 42 Spring Term 4 BUS 490 MKTG 428 MKTG 424 Elective Course	Hours Marketing Research & Analysis we Course Hours Hours Strategic Management Marketing Management Pricing Strategy and Tactics	3 3 3 15 3 3 3 3 15
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42 MKTG 425 OR MKTG 42 Spring Term 4 BUS 490 MKTG 428 MKTG 424 Elective Course	Hours Marketing Research & Analysis ve Course Hours Strategic Management Marketing Management	3 3 3 15 3 3 3 3 15
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42 MKTG 425 OR MKTG 42 Spring Term 4 BUS 490 MKTG 428 MKTG 424	Hours Marketing Research & Analysis ve Course Hours Strategic Management Marketing Management	3 3 3 15 3 3 3 3 15
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42 MKTG 425 OR MKTG 42 Spring Term 4 BUS 490 MKTG 428	Hours Marketing Research & Analysis ve Course Hours Strategic Management Marketing Management	3 3 3 15 3 3 3 3 3 15
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42 MKTG 425 OR MKTG 42 Spring Term 4 BUS 490	Hours Marketing Research & Analysis ve Course Hours Strategic Management	3 3 3 15 3 3 3 3 3 15
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42 MKTG 425 OR MKTG 42 Spring Term 4	Hours Marketing Research & Analysis ve Course Hours Hours	3 3 3 15 3 3 3 3 3
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42 MKTG 425 OR MKTG 42	Hours Marketing Research & Analysis ve Course	3 3 3 15 3 3 3 3
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42	Hours Marketing Research & Analysis ve Course	3 3 3 15 3 3 3 3
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course MKTG 427 OR MKTG 42	Pr Elective Course 22 Hours Marketing Research & Analysis ve Course	3 3 3 15 3 3 3 3
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi Elective Course	Prefective Course Prefective Course Hours Marketing Research & Analysis ve Course	3 3 3 3 15
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421 UPDV CBE, Major Electi	r Elective Course 22 Hours Marketing Research & Analysis	3 3 3 3 15
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42 Fall Term 4 MKTG 421	r Elective Course 22 Hours Marketing Research & Analysis	3 3 3 3 15
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42	r Elective Course	3 3 3 3
MKTG 324 UPDV Economics, Majo Elective Course Elective Course MKTG 420 OR MKTG 42	r Elective Course	3 3 3 3
MKTG 324 UPDV Economics, Majo Elective Course Elective Course	r Elective Course	3 3 3
MKTG 324 UPDV Economics, Majo Elective Course		3
MKTG 324 UPDV Economics, Majo		3
MKTG 324 UPDV Economics, Majo		3
MKTG 324		
-		
	Hours	15
Social and Behavioral W	Vays of Knowing Course	3
0 11 151	Management	
OM 370	Introduction to Operations and Supply Chain	3
MIS 350	Managing Information	3
MKTG 321	Marketing	3
FIN 301	Financial Resources Management	3
Fall Term 3		
	Hours	15
ENGL 207 OR ENGL 208	3 OR ENGL 313 OR ENGL 317 OR PHIL 201	3
MHR 310	Leading Organizations and People	3
ECON 202	Principles of Microeconomics	3
BUS 354	Business Analytics	3
ACCT 202	Introduction to Managerial Accounting	3
Spring Term 2		
	Hours	15
STAT 251	Statistical Methods	3
PHIL 208	Business Ethics	3
ECON 201	Principles of Macroeconomics	3
BLAW 265	Legal Environment of Business	3
ACCT 201	Introduction to Financial Accounting	3
Fall Term 2		
	Hours	14
Elective Course		1
American Diversity Cou	•	3
Scientific Ways of Know		4
	Ways of Knowing Course	3
ENGL 102	Writing and Rhetoric II	3
Spring Term 1		
	Hours	16
Scientific Ways of Know		4
MATH 143	College Algebra	3
- · ·	Writing and Rhetoric I	3
ENGL 101	Fundamentals of Oral Communication	3
COMM 101 ENGL 101	Integrated Business and Value Creation	3
BUS 190 COMM 101	the state of the s	Hours
Fall Term 1 BUS 190 COMM 101	eting Emphasis	Hours

Sales Management Emphasis

Fall Term 1	•	Hours
BUS 190	Integrated Business and Value Creation	3
	Integrated Business and Value Creation Fundamentals of Oral Communication	3
COMM 101 ENGL 101	Writing and Rhetoric I	
MATH 143	<u> </u>	3
	College Algebra	3
Scientific Ways of Kn	Hours	16
Carina Tara 1	Hours	10
Spring Term 1 ENGL 102	Writing and Rhetoric II	3
	<u> </u>	3
American Diversity Co		3
Scientific Ways of Kn	tic Ways of Knowing Course	4
Elective Course	owing course	1
Liective Course	Наше	14
Fall Term 2	Hours	14
ACCT 201	Introduction to Financial Accounting	2
	Introduction to Financial Accounting	3
BLAW 265	Legal Environment of Business	3
ECON 201	Principles of Macroeconomics	3
PHIL 208	Business Ethics	3
STAT 251	Statistical Methods	3
	Hours	15
Spring Term 2		
ACCT 202	Introduction to Managerial Accounting	3
BUS 354	Business Analytics	3
ECON 202	Principles of Microeconomics	3
MHR 310	Leading Organizations and People	3
ENGL 207 OR ENGL 2	208 OR ENGL 313 OR ENGL 317 OR PHIL 201	3
	Hours	15
Fall Term 3	F. 116	
FIN 301	Financial Resources Management	3
MKTG 321	Marketing	3
MIS 350	Managing Information	3
OM 370	Introduction to Operations and Supply Chain Management	3
Social and Behaviora	l Ways of Knowing Course	3
	Hours	15
Spring Term 3		
MKTG 324	Consumer Behavior	3
BUS 303	Business Negotiations	3
UPDV Economics, Ma	ajor Elective Course	3
Elective Course		3
	I20 OR MKTG 423 OR MKTG 424 OR MKTG 425 OR MKTG 426 Practicum/Sales Internship	3
On OW 470 On Sales	Hours	15
Fall Term 4	nouis	13
MKTG 421	Marketing Research & Analysis	3
MKTG 422	Sales Management	3
Elective Course	Sales Management	3
Elective Course		3
Elective Course		3
Liective douise	Hours	15
Spring Term 4	iiuuis	13
BUS 490	Strategic Management	3
MKTG 428	Marketing Management	3
MKTG 428		
	Advanced Sales Management	3
International Course	120 OR MKTG 423 OR MKTG 424 OR MKTG 425 OR MKTG 426	3
	Practicum/Sales Internship	
	Hours	15
	Total Hours	120

Entrepreneurship Emphasis

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Fall Term 1		Hours
BUS 190	Integrated Business and Value Creation	3
COMM 101	Fundamentals of Oral Communication	3
ENGL 101	Writing and Rhetoric I	3
MATH 143	College Algebra	3
Scientific Ways of Knowing		4
Carina Tarra 1	Hours	16
Spring Term 1	Western and Disease II	0
ENGL 102	Writing and Rhetoric II	3
Humanistic and Artistic Wa		3
American Diversity Course		3
Scientific Ways of Knowing Elective Course	Course	1
Liective Course	Hours	14
Fall Term 2	nouis	14
ACCT 201	Introduction to Financial Accounting	3
BLAW 265	Legal Environment of Business	3
ECON 201	Principles of Macroeconomics	3
PHIL 208	Business Ethics	3
STAT 251	Statistical Methods	3
	Hours	15
Spring Term 2	nouis	13
ACCT 202	Introduction to Managerial Accounting	3
BUS 354	Business Analytics	3
ECON 202	Principles of Microeconomics	3
MHR 310	Leading Organizations and People	3
	R ENGL 313 OR ENGL 317 OR PHIL 201	3
ENGL 207 ON LINGL 208 OF	Hours	15
Fall Term 3	nouis	13
FIN 301	Financial Resources Management	3
MKTG 321	Marketing	3
MIS 350	Managing Information	3
OM 370	Introduction to Operations and Supply Chain	3
OW 070	Management Management	o
Social and Behavioral Way	s of Knowing Course	3
	Hours	15
Spring Term 3		
MKTG 324	Consumer Behavior	3
UPDV Economics, Major El	ective Course	3
Elective Course		3
Elective Course		3
BUS 429 OR MKTG 398		3
	Hours	15
Fall Term 4		
ACCT 482	Enterprise Accounting	3
ENTR 414	Entrepreneurship	3
MKTG 421	Marketing Research & Analysis	3
Elective Course		3
BUS 429 OR MKTG 420 OR	MKTG 422 OR MKTG 424 OR MKTG 425 OR MKTG 426	3
OR MKTG 427 OR MKTG 48	32 OR MKTG 495	
	Hours	15
Spring Term 4		
BUS 490	Strategic Management	3
ENTR 415	New Venture Creation	3
MKTG 428	Marketing Management	3
International Course		3
UPDV CBE, Major Elective	Course	3
	Hours	15
	Total Hours	120

PGA Golf Ma	anagement Emphasis	
Fall Term 1	anagement <u>amphaene</u>	Hours
BUS 190	Integrated Business and Value Creation	3
COMM 101	Fundamentals of Oral Communication	3
ENGL 101	Writing and Rhetoric I	3
MATH 143	College Algebra	3
PGA 103		2
	Introduction to PGA Golf Management	
Scientific Ways of K	Hours	18
Spring Term 1	Tiouis	10
ENGL 102	Writing and Rhetoric II	3
PGA 150	PGA Golf Management I	3
	stic Ways of Knowing Course	3
	Nays of Knowing Course	4
American Diversity (3
American Diversity C	Hours	16
Summer Term 1	nouis	10
PGA 298	Internship	2
	Hours	2
Fall Term 2		
ACCT 201	Introduction to Financial Accounting	3
BLAW 265	Legal Environment of Business	3
ECON 201	Principles of Macroeconomics	3
PGA 251	PGA Golf Management II	3
STAT 251	Statistical Methods	3
	Hours	15
Spring Term 2		
ACCT 202	Introduction to Managerial Accounting	3
BUS 354	Business Analytics	3
ECON 202	Principles of Microeconomics	3
MHR 310	Leading Organizations and People	3
RSTM 105	Teaching Golf I	2
1101101100	Hours	14
Summer Term 2		
PGA 298	Internship	2
	Hours	2
Fall Term 3		
FIN 301	Financial Resources Management	3
MKTG 321	Marketing	3
MIS 350	Managing Information	3
	* *	
OM 370	Introduction to Operations and Supply Chain Management	3
RSTM 205	Teaching Golf II	2
1.01.11.200	Hours	14
Spring Term 3	Hours	
MKTG 324	Consumer Behavior	3
PGA 385	PGA Golf Management III	3
MKTG 424	Pricing Strategy and Tactics	3
		2
UPDV ECON, Major E MKTG 420 OR MKTG		3
WKTG 420 OK WKTG		
Summer Term 3	Hours	14
PGA 398	Internship	3
. 5/1050	Hours	3
Fall Term 4		·
MKTG 421	Marketing Research & Analysis	3
	al Ways of Knowing Course	3
MKTG 425 OR MKTG		3
MKTG 425 OR MKTG		
	3	
LINGL 201 OR ENGL	208 OR ENGL 313 OR ENGL 317 OR PHIL 201	3
	Hours	15

Spring Term 4	Chrotonia Managament	2
BUS 490	Strategic Management	3
RSTM 305	Teaching Golf III	2
MKTG 428	Marketing Management	3
PHIL 208 International Course	Business Ethics	3
international Course	Hours	3
Summer Term 4	nouis	14
PGA 398	Internship	3
FGA 390	Hours	3
	Total Hours	130
Marketing A	Analytics Emphasis	
Fall Term 1	, ,	Hours
BUS 190	Integrated Business and Value Creation	3
COMM 101	Fundamentals of Oral Communication	3
ENGL 101	Writing and Rhetoric I	3
MATH 143	College Algebra	3
Scientific Ways of K	* *	4
- Scientific Ways of N	Hours	16
Spring Term 1	riouis	10
ENGL 102	Writing and Rhetoric II	3
STAT 251	Statistical Methods	3
	istic Ways of Knowing Course	3
Scientific Ways of K		4
Scientific ways of K	Hours	13
Fall Term 2	110410	10
ACCT 201	Introduction to Financial Accounting	3
BLAW 265	Legal Environment of Business	3
ECON 201	Principles of Macroeconomics	3
PHIL 208	Business Ethics	3
	Major Elective Course	4
, and y thos Elective, is	Hours	16
Spring Term 2	Tiours	
ACCT 202	Introduction to Managerial Accounting	3
BUS 354	Business Analytics	3
ECON 202	Principles of Microeconomics	3
MHR 310	Leading Organizations and People	3
	208 OR ENGL 313 OR ENGL 317 OR PHIL 201	3
2.1.02.207 011.2.1.02	Hours	15
Fall Term 3	Tiours	
FIN 301	Financial Resources Management	3
MKTG 321	Marketing	3
MIS 350	Managing Information	3
OM 370	Introduction to Operations and Supply Chain	3
OM 070	Management	Ü
Social and Behavior	ral Ways of Knowing Course	3
	Hours	15
Spring Term 3		
MKTG 324	Consumer Behavior	3
STAT 422	Survey Sampling Methods	3
UPDV Economics, N	Major Elective Course	3
Elective Course		3
American Diversity	Course	3
	Hours	15
Fall Term 4		
MKTG 421	Marketing Research & Analysis	3
STAT 431	Statistical Analysis	3
	G 422 OR MKTG 423 OR MKTG 424 OR MKTG 425 OR	3

MKTG 426 OR MKTG 427 OR MKTG 482 OR MKTG 495

Elective Course

Analytics Elective, Major Elective Course		3
	Hours	15
Spring Term 4		
BUS 490	Strategic Management	3
MKTG 428	Marketing Management	3
MKTG 431	Marketing Analytics	3
International Course		3
Elective Course		3
	Hours	15
	Total Hours	120

The degree map is a guide for the timely completion of your curricular requirements. Your academic advisor or department may be contacted for assistance in interpreting this map. This map is not reflective of your academic history or transcript and it is not official notification of completion of degree or certificate requirements. Please contact the Registrar's Office regarding your official degree/certificate completion status.

General Marketing Emphasis

- Students understand the difference between marketing strategy and marketing mix (MKTG 428).
- Students will develop working hypotheses and statistical tests for marketing problems (MKTG 421).
- Students will determine the information needed for decision making (MKTG 421).

Sales Management Emphasis

- Students will demonstrate skills in designing and executing sales management programs.
- Students will demonstrate skills in designing and executing consumer research to address specific marketing questions.
- 3. Students will recognize the difference between marketing strategy and marketing mix.

Entrepreneurship Emphasis

- 1. Students will recall gathering and analyzing marketing data.
- 2. Students will recall the consumer behavior process.
- 3. Students will recall the product development process.
- 4. Students will recall promotional mix.
- 5. Students will recall how to determine price.
- 6. Students will recall how to determine appropriate channel.

PGA Golf Management Emphasis

 Students will demonstrate an understanding of professional golf principles.

Marketing Analytics Emphasis

- Students will demonstrate skills in designing and executing sales management programs.
- 2. Students will recognize the difference between marketing strategy and marketing mix.
- 3. Students will determine the appropriate level, scope, and depth of information required for decision making.
- 4. Students will apply quantitative analytical skills to assess and solve marketing problems/opportunities.
- 5. Students will prepare and analyze data, report the research results, and provide strategic marketing recommendations.