

# 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 Business & Economics Requirements ( <a href="https://catalog.uidaho.edu/colleges-related-units/business-economics/#generalgraduationrequirements">https://catalog.uidaho.edu/colleges-related-units/business-economics/#generalgraduationrequirements</a> )	54-57
<b>Major Requirements</b>		<b>24-44</b>
<b>Total Hours</b>		<b>78-101</b>

## Major Requirements

Code	Title	Hours
MKTG 324	Consumer Behavior	3
MKTG 421	Marketing Research & Analysis	3
MKTG 428	Marketing Management	3
<b>Emphases</b>		
Select one of the following emphases:		15-35
General Marketing (p. 1)		
Sales Management (p. )		
Entrepreneurship (p. 1)		
PGA Golf Management (p. 1)		
Marketing Analytics (p. 2)		
<b>Total Hours</b>		<b>24-44</b>

## A. General Marketing Emphasis

Code	Title	Hours
<b>Product Elective</b>		<b>3</b>
MKTG 427 Services Marketing or MKTG 495 Product Development and Brand Management		
<b>Pricing Requirement</b>		<b>3</b>
MKTG 424 Pricing Strategy and Tactics		
<b>Place Elective</b>		<b>3</b>
MKTG 425 Retail Distribution Management or MKTG 426 Marketing Channels Management		
<b>Promotions Elective</b>		<b>3</b>
MKTG 420 Integrated Marketing Communication or MKTG 422 Sales Management		
<b>Business Elective</b>		<b>3</b>
One 300-400 level CBE course		
<b>Total Hours</b>		<b>15</b>

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
<b>Sales Electives</b>		
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 Practicum/Sales Internship		
Select three credits from the following		3
BUS 429	Vandal Solutions	
MKTG 398	Internship	
<b>Total Hours</b>		<b>18</b>

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
<b>Marketing Electives</b>		
Select one course 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	
<b>Entrepreneurship Practicum/Internship/Vandal Solutions</b>		
Select 3 credits from the following:		3
BUS 429	Vandal Solutions (Max 6 credits)	
MKTG 398	Internship	
<b>Business Elective</b>		<b>3</b>
One 300-400 level CBE course		
<b>Total Hours</b>		<b>18</b>

Courses to total 120 credits for this degree

## D. PGA Golf Management Emphasis

Code	Title	Hours
PGA 103	Introduction to PGA Golf Management	2
PGA 150	PGA Golf Management I	3
PGA 251	PGA Golf Management II	3
PGA 298	Internship (Max 6 credits)	4
PGA 385	PGA Golf Management III	3
PGA 398	Internship (Max 6 credits)	6
RSTM 105	Teaching Golf I	2
RSTM 205	Teaching Golf II	2
RSTM 305	Teaching Golf III	2
<b>Pricing Requirement</b>		<b>3</b>
MKTG 424	Pricing Strategy and Tactics <sup>2</sup>	

<b>Place Elective</b>	<b>3</b>
MKTG 425 Retail Distribution Management or MKTG 426 Marketing Channels Management	
<b>Product Elective</b>	<b>3</b>
MKTG 427 Services Marketing or MKTG 495 Product Development and Brand Management	
<b>Promotions Elective</b>	<b>3</b>
MKTG 420 Integrated Marketing Communication or MKTG 422 Sales Management	
<b>Total Hours</b>	<b>39</b>

### 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 507	Experimental Design	
STAT 418	Multivariate Analysis	
STAT 426	SAS Programming	
STAT 427	R Programming	
STAT 436	Applied Regression Modeling	
or STAT 516	Applied Regression Modeling	
STAT 514	Nonparametric Statistics	
<b>Marketing Electives</b>		
Select one course 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	
<b>Total Hours</b>		<b>18</b>

### Courses to total 120 credits for this degree

## General Marketing Emphasis

	Hours
<b>Fall Term 1</b>	
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 Course	4
<b>Hours</b>	<b>16</b>
<b>Spring Term 1</b>	
ENGL 102 Writing and Rhetoric II	3
Humanistic and Artistic Ways of Knowing Course	3
Scientific Ways of Knowing Course	4
American Diversity Course	3
Elective Course	1
<b>Hours</b>	<b>14</b>
<b>Fall Term 2</b>	
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
<b>Hours</b>	<b>15</b>
<b>Spring Term 2</b>	
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 208 OR ENGL 313 OR ENGL 317 OR PHIL 201	3
<b>Hours</b>	<b>15</b>
<b>Fall Term 3</b>	
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 Behavioral Ways of Knowing Course	3
<b>Hours</b>	<b>15</b>
<b>Spring Term 3</b>	
MKTG 324 Consumer Behavior	3
UPDV Economics, Major Elective Course	3
Elective Course	3
Elective Course	3
MKTG 420 OR MKTG 422	3
<b>Hours</b>	<b>15</b>
<b>Fall Term 4</b>	
MKTG 421 Marketing Research & Analysis	3
UPDV CBE, Major Elective Course	3
Elective Course	3
MKTG 427 OR MKTG 495	3
MKTG 425 OR MKTG 426	3
<b>Hours</b>	<b>15</b>
<b>Spring Term 4</b>	
BUS 490 Strategic Management	3
MKTG 428 Marketing Management	3
MKTG 424 Pricing Strategy and Tactics	3
Elective Course	3
International Course	3
<b>Hours</b>	<b>15</b>
<b>Total Hours</b>	<b>120</b>

## Sales Management 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 Knowing Course		4
<b>Hours</b>		<b>16</b>
Spring Term 1		Hours
ENGL 102	Writing and Rhetoric II	3
American Diversity Course		3
Humanistic and Artistic Ways of Knowing Course		3
Scientific Ways of Knowing Course		4
Elective Course		1
<b>Hours</b>		<b>14</b>
Fall Term 2		Hours
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
<b>Hours</b>		<b>15</b>
Spring Term 2		Hours
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 208 OR ENGL 313 OR ENGL 317 OR PHIL 201		3
<b>Hours</b>		<b>15</b>
Fall Term 3		Hours
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 Behavioral Ways of Knowing Course		3
<b>Hours</b>		<b>15</b>
Spring Term 3		Hours
MKTG 324	Consumer Behavior	3
BUS 303	Business Negotiations	3
UPDV Economics, Major Elective Course		3
Elective Course		3
MHR 417 OR MKTG 420 OR MKTG 423 OR MKTG 424 OR MKTG 425 OR MKTG 426 OR OM 470 OR Sales Practicum/Sales Internship		3
<b>Hours</b>		<b>15</b>
Fall Term 4		Hours
MKTG 421	Marketing Research & Analysis	3
MKTG 422	Sales Management	3
Elective Course		3
Elective Course		3
Elective Course		3
<b>Hours</b>		<b>15</b>
Spring Term 4		Hours
BUS 490	Strategic Management	3
MKTG 428	Marketing Management	3
MKTG 432	Advanced Sales Management	3
International Course		3
MHR 417 OR MKTG 420 OR MKTG 423 OR MKTG 424 OR MKTG 425 OR MKTG 426 OR OM 470 OR Sales Practicum/Sales Internship		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>

## Entrepreneurship 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 Knowing Course		4
<b>Hours</b>		<b>16</b>
Spring Term 1		Hours
ENGL 102	Writing and Rhetoric II	3
Humanistic and Artistic Ways of Knowing Course		3
American Diversity Course		3
Scientific Ways of Knowing Course		4
Elective Course		1
<b>Hours</b>		<b>14</b>
Fall Term 2		Hours
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
<b>Hours</b>		<b>15</b>
Spring Term 2		Hours
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 208 OR ENGL 313 OR ENGL 317 OR PHIL 201		3
<b>Hours</b>		<b>15</b>
Fall Term 3		Hours
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 Behavioral Ways of Knowing Course		3
<b>Hours</b>		<b>15</b>
Spring Term 3		Hours
MKTG 324	Consumer Behavior	3
UPDV Economics, Major Elective Course		3
Elective Course		3
Elective Course		3
BUS 429 OR MKTG 398		3
<b>Hours</b>		<b>15</b>
Fall Term 4		Hours
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 OR MKTG 427 OR MKTG 482 OR MKTG 495		3
<b>Hours</b>		<b>15</b>
Spring Term 4		Hours
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
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>120</b>

## PGA Golf Management 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
PGA 103	Introduction to PGA Golf Management	2
Scientific Ways of Knowing Course		4
<b>Hours</b>		<b>18</b>
Spring Term 1		Hours
ENGL 102	Writing and Rhetoric II	3
PGA 150	PGA Golf Management I	3
Humanistic and Artistic Ways of Knowing Course		3
4 credits Scientific Ways of Knowing Course		4
American Diversity Course		3
<b>Hours</b>		<b>16</b>
Summer Term 1		Hours
PGA 298	Internship	2
<b>Hours</b>		<b>2</b>
Fall Term 2		Hours
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
<b>Hours</b>		<b>15</b>
Spring Term 2		Hours
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
<b>Hours</b>		<b>14</b>
Summer Term 2		Hours
PGA 298	Internship	2
<b>Hours</b>		<b>2</b>
Fall Term 3		Hours
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
<b>Hours</b>		<b>14</b>
Spring Term 3		Hours
MKTG 324	Consumer Behavior	3
PGA 385	PGA Golf Management III	3
MKTG 424	Pricing Strategy and Tactics	3
UPDV ECON, Major Elective Course		2
MKTG 420 OR MKTG 422		3
<b>Hours</b>		<b>14</b>
Summer Term 3		Hours
PGA 398	Internship	3
<b>Hours</b>		<b>3</b>
Fall Term 4		Hours
MKTG 421	Marketing Research & Analysis	3
Social and Behavioral Ways of Knowing Course		3
MKTG 425 OR MKTG 426		3
MKTG 427 OR MKTG 495		3
ENGL 207 OR ENGL 208 OR ENGL 313 OR ENGL 317 OR PHIL 201		3
<b>Hours</b>		<b>15</b>

### Spring Term 4

BUS 490	Strategic Management	3
RSTM 305	Teaching Golf III	2
MKTG 428	Marketing Management	3
PHIL 208	Business Ethics	3
International Course		3
<b>Hours</b>		<b>14</b>

### Summer Term 4

PGA 398	Internship	3
<b>Hours</b>		<b>3</b>
<b>Total Hours</b>		<b>130</b>

## Marketing 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 Knowing Course		4
<b>Hours</b>		<b>16</b>
Spring Term 1		Hours
ENGL 102	Writing and Rhetoric II	3
STAT 251	Statistical Methods	3
Humanistic and Artistic Ways of Knowing Course		3
Scientific Ways of Knowing Course		4
<b>Hours</b>		<b>13</b>
Fall Term 2		Hours
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
Analytics Elective, Major Elective Course		4
<b>Hours</b>		<b>16</b>
Spring Term 2		Hours
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 208 OR ENGL 313 OR ENGL 317 OR PHIL 201		3
<b>Hours</b>		<b>15</b>
Fall Term 3		Hours
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 Behavioral Ways of Knowing Course		3
<b>Hours</b>		<b>15</b>
Spring Term 3		Hours
MKTG 324	Consumer Behavior	3
STAT 422	Survey Sampling Methods	3
UPDV Economics, Major Elective Course		3
Elective Course		3
American Diversity Course		3
<b>Hours</b>		<b>15</b>
Fall Term 4		Hours
MKTG 421	Marketing Research & Analysis	3
STAT 431	Statistical Analysis	3
MKTG 420 OR MKTG 422 OR MKTG 423 OR MKTG 424 OR MKTG 425 OR MKTG 426 OR MKTG 427 OR MKTG 482 OR MKTG 495		3
Elective Course		3

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

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

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

### Sales Management Emphasis

1. Students will demonstrate skills in designing and executing sales management programs.
2. 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

1. Students will demonstrate an understanding of professional golf principles.

### Marketing Analytics Emphasis

1. 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.