

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 (https://catalog.uidaho.edu/colleges-related-units/business-economics/#generalgraduationrequirements)		54-57
Major Requirements		24-44
Total Hours		78-101

Major Requirements

Code	Title	Hours
MKTG 3240	Consumer Behavior	3
MKTG 4210	Marketing Research & Analysis	3
MKTG 4280	Marketing Management	3
Emphases		
Select one of the following emphases:		15-35
General Marketing (p. 1)		
Sales Management (p. 1)		
Entrepreneurship (p. 1)		
PGA Golf Management (p. 2)		
Total Hours		24-44

A. General Marketing Emphasis

Code	Title	Hours
Product Elective		3
MKTG 4270 Services Marketing or MKTG 499 Product Development and Brand Management		
Pricing Requirement		3
MKTG 4240	Pricing Strategy and Tactics	
Place Elective		3
MKTG 4250 Retail Distribution Management or MKTG 426 Marketing Channels Management		
Promotions Elective		3
MKTG 4200 Integrated Marketing Communication or MKTG 427 Sales Management		
Business Elective		3
One 3000-4000 level CBE course		
Total Hours		15

Courses to total 120 credits for this degree

B. Sales Management Emphasis

Code	Title	Hours
BUS 3030	Business Negotiations	3
MKTG 4220	Sales Management	3
MKTG 4320	Advanced Sales Management	3
Sales Electives		
Select 6 credits from the following		6
MGT 4170	Deploying and Developing Human Capital	

MKTG 4200	Integrated Marketing Communication	
MKTG 4230	Digital Marketing Strategy	
MKTG 4240	Pricing Strategy and Tactics	
MKTG 4250	Retail Distribution Management	
MKTG 4260	Marketing Channels Management	
OM 4700	Supply Chain Analytics	
Sales Practicum/Sales Internship		
Select three credits from the following		3
BUS 4290	Vandal Solutions	
MKTG 3980	Internship	
Total Hours		18

Courses to total 120 credits for this degree.

C. Entrepreneurship Emphasis

Code	Title	Hours
ENTR 4140	Entrepreneurship	3
ENTR 4150	New Venture Creation	3
Entrepreneurship Electives		
Select three credits from the following:		3
ENTR 3140	Startup Innovation and Ideation	
ENTR 3150	Feasibility Analysis	
ENTR 3160	Business Model Design	
ENTR 3170	Intellectual Property and Legal Issues for New Ventures	
ENTR 3180	Prototype Development	
ENTR 3190	New Venture Marketing	
ENTR 3200	New Venture Funding	
ENTR 3210	Accounting for Entrepreneurs	
ENTR 3220	Social Ventures	
ENTR 3230	Launching Tech Ventures	
Marketing Electives		
Select one course from the following:		3
MKTG 4200	Integrated Marketing Communication	
MKTG 4220	Sales Management	
MKTG 4240	Pricing Strategy and Tactics	
MKTG 4250	Retail Distribution Management	
MKTG 4260	Marketing Channels Management	
MKTG 4270	Services Marketing	
MKTG 4820	International Marketing	
MKTG 4950	Product Development and Brand Management	
Entrepreneurship Practicum/Internship/Vandal Solutions		
Select 3 credits from the following:		3
BUS 4290	Vandal Solutions (Max 6 credits)	
MKTG 3980	Internship	
Business Elective		3
One 3000-4000 level CBE course		
Total Hours		18

Courses to total 120 credits for this degree

D. PGA Golf Management Emphasis

Code	Title	Hours
PGA 1030	Introduction to PGA Golf Management	2
PGA 1050	Introduction to PGA Teaching and Coaching (Level 1)	3
PGA 1500	PGA Golf Management I	3
PGA 2050	Intermediate PGA Teaching and Coaching (Level 2)	3
PGA 2510	PGA Golf Management II	3
PGA 2980	Internship	4
PGA 3050	Advanced PGA Teaching and Coaching (Level 3)	3
PGA 3850	PGA Golf Management III	3
PGA 3980	Internship	6
Pricing Requirement		3
MKTG 4240	Pricing Strategy and Tactics ²	
Place Elective		3
MKTG 4250	Retail Distribution Management	
	or MKTG 4260 Marketing Channels Management	
Product Elective		3
MKTG 4270	Services Marketing	
	or MKTG 4950 Product Development and Brand Management	
Promotions Elective		3
MKTG 4200	Integrated Marketing Communication	
	or MKTG 4220 Sales Management	
Total Hours		42

Courses to total 134 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.

General Marketing Emphasis

Fall Term 1		Hours
BUS 1900	Integrated Business and Value Creation	3
COMM 1101	Fundamentals of Oral Communication	3
ENGL 1101	Writing and Rhetoric I	3
MATH 1143	Precalculus I: Algebra	3
Scientific Ways of Knowing Course		4
Hours		16
Spring Term 1		
ENGL 1102	Writing and Rhetoric II	3
Humanistic and Artistic Ways of Knowing Course		3
Scientific Ways of Knowing Course		4
American Experience Course		3
Elective Course		1
Hours		14
Fall Term 2		
ACCT 2010	Introduction to Financial Accounting	3
BLAW 2650	Legal Environment of Business	3
ECON 2201	Principles of Macroeconomics	3
PHIL 2080	Business Ethics	3
STAT 2510	Statistical Methods	3
Hours		15
Spring Term 2		
ACCT 2020	Introduction to Managerial Accounting	3
BUS 3540	Business Analytics	3
ECON 2202	Principles of Microeconomics	3

MGT 3100	Leading Organizations and People	3
ENGL 2070 OR ENGL 2080 OR ENGL 3130 OR ENGL 3170 OR PHIL 2010		3
Hours		15
Fall Term 3		
BIA 3500	Managing Information	3
FIN 3010	Financial Resources Management	3
MKTG 3210	Marketing	3
OM 3700	Introduction to Operations and Supply Chain Management	3
Social and Behavioral Ways of Knowing Course		3
Hours		15
Spring Term 3		
MKTG 3240	Consumer Behavior	3
UPDV Economics, Major Elective Course		3
Elective Course		3
Elective Course		3
MKTG 4200 OR MKTG 4220		3
Hours		15
Fall Term 4		
MKTG 4210	Marketing Research & Analysis	3
UPDV CBE, Major Elective Course		3
Elective Course		3
MKTG 4270 OR MKTG 4950		3
MKTG 4250 OR MKTG 4260		3
Hours		15
Spring Term 4		
BUS 4900	Strategic Management	3
MKTG 4240	Pricing Strategy and Tactics	3
MKTG 4280	Marketing Management	3
Elective Course		3
International Course		3
Hours		15
Total Hours		120

Sales Management Emphasis

Fall Term 1		Hours
BUS 1900	Integrated Business and Value Creation	3
COMM 1101	Fundamentals of Oral Communication	3
ENGL 1101	Writing and Rhetoric I	3
MATH 1143	Precalculus I: Algebra	3
Scientific Ways of Knowing Course		4
Hours		16
Spring Term 1		
ENGL 1102	Writing and Rhetoric II	3
American Experience Course		3
Humanistic and Artistic Ways of Knowing Course		3
Scientific Ways of Knowing Course		4
Elective Course		1
Hours		14
Fall Term 2		
ACCT 2010	Introduction to Financial Accounting	3
BLAW 2650	Legal Environment of Business	3
ECON 2201	Principles of Macroeconomics	3
PHIL 2080	Business Ethics	3
STAT 2510	Statistical Methods	3
Hours		15
Spring Term 2		
ACCT 2020	Introduction to Managerial Accounting	3
BUS 3540	Business Analytics	3
ECON 2202	Principles of Microeconomics	3
MGT 3100	Leading Organizations and People	3

ENGL 2070 OR ENGL 2080 OR ENGL 3130 OR ENGL 3170 OR PHIL 2010	3
Hours	15
Fall Term 3	
BIA 3500 Managing Information	3
FIN 3010 Financial Resources Management	3
MKTG 3210 Marketing	3
OM 3700 Introduction to Operations and Supply Chain Management	3
Social and Behavioral Ways of Knowing Course	3
Hours	15
Spring Term 3	
BUS 3030 Business Negotiations	3
MKTG 3240 Consumer Behavior	3
UPDV Economics, Major Elective Course	3
Elective Course	3
MGT 4170 OR MKTG 4200 OR MKTG 4230 OR MKTG 4240 OR MKTG 4250 OR MKTG 4260 OR OM 4700 OR Sales Practicum/Sales Internship	3
Hours	15
Fall Term 4	
MKTG 4210 Marketing Research & Analysis	3
MKTG 4220 Sales Management	3
Elective Course	3
Elective Course	3
Elective Course	3
Hours	15
Spring Term 4	
BUS 4900 Strategic Management	3
MKTG 4280 Marketing Management	3
MKTG 4320 Advanced Sales Management	3
International Course	3
MGT 4170 OR MKTG 4200 OR MKTG 4230 OR MKTG 4240 OR MKTG 4250 OR MKTG 4260 OR OM 4700 OR Sales Practicum/Sales Internship	3
Hours	15
Total Hours	120

Entrepreneurship Emphasis

Fall Term 1		Hours
BUS 1900 Integrated Business and Value Creation	3	
COMM 1101 Fundamentals of Oral Communication	3	
ENGL 1101 Writing and Rhetoric I	3	
MATH 1143 Precalculus I: Algebra	3	
Scientific Ways of Knowing Course	4	
Hours	16	
Spring Term 1		
ENGL 1102 Writing and Rhetoric II	3	
Humanistic and Artistic Ways of Knowing Course	3	
American Experience Course	3	
Scientific Ways of Knowing Course	4	
Elective Course	1	
Hours	14	
Fall Term 2		
ACCT 2010 Introduction to Financial Accounting	3	
BLAW 2650 Legal Environment of Business	3	
ECON 2201 Principles of Macroeconomics	3	
PHIL 2080 Business Ethics	3	
STAT 2510 Statistical Methods	3	
Hours	15	
Spring Term 2		
ACCT 2020 Introduction to Managerial Accounting	3	
BUS 3540 Business Analytics	3	
ECON 2202 Principles of Microeconomics	3	

MGT 3100 Leading Organizations and People	3
ENGL 2070 OR ENGL 2080 OR ENGL 3130 OR ENGL 3170 OR PHIL 2010	3
Hours	15
Fall Term 3	
BIA 3500 Managing Information	3
FIN 3010 Financial Resources Management	3
MKTG 3210 Marketing	3
OM 3700 Introduction to Operations and Supply Chain Management	3
Social and Behavioral Ways of Knowing Course	3
Hours	15
Spring Term 3	
MKTG 3240 Consumer Behavior	3
UPDV Economics, Major Elective Course	3
Elective Course	3
Elective Course	3
BUS 4290 OR MKTG 3980	3
ENTR 3140 OR ENTR 3150 OR ENTR 3160 OR ENTR 3170 OR ENTR 3180 OR ENTR 3190 OR ENTR 3200 OR ENTR 3210 OR ENTR 3220 OR ENTR 3230	3
Hours	15
Fall Term 4	
ENTR 4140 Entrepreneurship	3
MKTG 4210 Marketing Research & Analysis	3
BUS 4290 OR MKTG 4200 OR MKTG 4220 OR MKTG 4240 OR MKTG 4250 OR MKTG 4260 OR MKTG 4270 OR MKTG 4820 OR MKTG 4950	3
ENTR 3140 OR ENTR 3150 OR ENTR 3160 OR ENTR 3170 OR ENTR 3180 OR ENTR 3190 OR ENTR 3200 OR ENTR 3210 OR ENTR 3220 OR ENTR 3230	3
International Course	3
Hours	15
Spring Term 4	
BUS 4900 Strategic Management	3
ENTR 4150 New Venture Creation	3
MKTG 4280 Marketing Management	3
ENTR 3140 OR ENTR 3150 OR ENTR 3160 OR ENTR 3170 OR ENTR 3180 OR ENTR 3190 OR ENTR 3200 OR ENTR 3210 OR ENTR 3220 OR ENTR 3230	3
UPDV CBE, Major Elective Course	3
Hours	15
Total Hours	120

PGA Golf Management Emphasis

Fall Term 1		Hours
BUS 1900 Integrated Business and Value Creation	3	
COMM 1101 Fundamentals of Oral Communication	3	
ENGL 1101 Writing and Rhetoric I	3	
MATH 1143 Precalculus I: Algebra	3	
PGA 1030 Introduction to PGA Golf Management	2	
Scientific Ways of Knowing Course	4	
Hours	18	
Spring Term 1		
ENGL 1102 Writing and Rhetoric II	3	
PGA 1500 PGA Golf Management I	3	
Humanistic and Artistic Ways of Knowing Course	3	
Scientific Ways of Knowing Course	4	
American Experience Course	3	
Hours	16	
Summer Term 1		
PGA 2980 Internship	2	
Hours	2	
Fall Term 2		
ACCT 2010 Introduction to Financial Accounting	3	
BLAW 2650 Legal Environment of Business	3	
ECON 2201 Principles of Macroeconomics	3	

PGA 2510	PGA Golf Management II	3
STAT 2510	Statistical Methods	3
Hours		15
Spring Term 2		
ACCT 2020	Introduction to Managerial Accounting	3
BUS 3540	Business Analytics	3
ECON 2202	Principles of Microeconomics	3
MGT 3100	Leading Organizations and People	3
PGA 1050	Introduction to PGA Teaching and Coaching (Level 1)	3
Hours		15
Summer Term 2		
PGA 2980	Internship	2
Hours		2
Fall Term 3		
BIA 3500	Managing Information	3
FIN 3010	Financial Resources Management	3
MKTG 3210	Marketing	3
OM 3700	Introduction to Operations and Supply Chain Management	3
PGA 2050	Intermediate PGA Teaching and Coaching (Level 2)	3
Hours		15
Spring Term 3		
MKTG 3240	Consumer Behavior	3
PGA 3850	PGA Golf Management III	3
MKTG 4240	Pricing Strategy and Tactics	3
UPDV ECON, Major Elective Course		3
MKTG 4200 OR MKTG 4220		3
Hours		15
Summer Term 3		
PGA 3980	Internship	3
Hours		3
Fall Term 4		
MKTG 4210	Marketing Research & Analysis	3
Social and Behavioral Ways of Knowing Course		3
MKTG 4250 OR MKTG 4260		3
MKTG 4270 OR MKTG 4950		3
ENGL 2070 OR ENGL 2080 OR ENGL 3130 OR ENGL 3170 OR PHIL 2010		3
Hours		15
Spring Term 4		
BUS 4900	Strategic Management	3
MKTG 4280	Marketing Management	3
PGA 3050	Advanced PGA Teaching and Coaching (Level 3)	3
PHIL 2080	Business Ethics	3
International Course		3
Hours		15
Summer Term 4		
PGA 3980	Internship	3
Hours		3
Total Hours		134

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 will demonstrate skills in designing and executing consumer research to address specific marketing questions (MKTG 3240).
2. Students will determine the appropriate level, scope and depth of information required for decision making (MKTG 4210).
3. Students will develop a marketing plan, focusing on setting marketing objectives, and developing strategy and marketing programs to achieve these objectives (MKTG 4280).

Sales Management Emphasis

1. Students will demonstrate an understanding of relevant theories as they apply to the field of business negotiations and bargaining (BUS 3030).
2. Students will demonstrate skills in designing and executing sales management programs (MKTG 4220).
3. Students will demonstrate an understanding of the components and complexities of leading and managing a professional B2B sales teams (MKTG 4320).
4. Students will apply strategies to motivate, train, compensate and reward a professional B2B sales team (MKTG 4320).

Entrepreneurship Emphasis

1. Students will evaluate the benefits and costs of starting and operating a business (ENTR 4140).

PGA Golf Management Emphasis

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