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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<td></td>
<td>College of Business &amp; Economics Requirements</td>
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<td></td>
<td>(<a href="https://catalog.uidaho.edu/colleges-related-units/business-economics/#generalgraduationrequirementstext">https://catalog.uidaho.edu/colleges-related-units/business-economics/#generalgraduationrequirementstext</a>)</td>
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<table>
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<tr>
<th>Major Requirements</th>
<th>24-44</th>
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<td>Total Hours</td>
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Major Requirements

<table>
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<tr>
<th>Code</th>
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<tbody>
<tr>
<td>MKTG 324</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 421</td>
<td>Marketing Research &amp; Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 428</td>
<td>Marketing Management</td>
<td>3</td>
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Emphases/Options

Select one of the following emphases/options: 15-35

- General Marketing Emphasis (p. 1)
- Sales Management Option (p. 1)
- Entrepreneurship Emphasis (p. 1)
- PGA Golf Management Option (p. 1)
- Marketing Analytics Option (p. 2)

<table>
<thead>
<tr>
<th>Major Requirements</th>
<th>24-44</th>
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<td></td>
<td>Total Hours</td>
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A. General Marketing Emphasis

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tr>
<td>MKTG 424</td>
<td>Pricing Strategy and Tactics</td>
<td>3</td>
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<tr>
<td>or ECON 352</td>
<td>Intermediate Microeconomic Analysis</td>
<td></td>
</tr>
<tr>
<td>MKTG 425</td>
<td>Retail Distribution Mgmt</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 426</td>
<td>Marketing Channels Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 427</td>
<td>Services Mgmt</td>
<td>3</td>
</tr>
<tr>
<td>or MKTG 495</td>
<td>Product Development and Brand Management</td>
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</table>

Select one of the following: 3

- AGEC 333  Introduction to Sales
- MKTG 420  Integrated Marketing Communication
- MKTG 422  Sales Management
- MKTG 424  Pricing Strategy and Tactics
- MKTG 425  Retail Distribution Mgmt
- MKTG 426  Marketing Channels Management
- MKTG 427  Services Mgmt
- BUS 429   Vandal Solutions (Max 6 credits)
- MKTG 482  International Marketing
- MKTG/RMAT 495 Product Development and Brand Management

| Total Hours | 15 |

Courses to total 120 credits for this degree

1. 300-400 level CBE: A CBE, Statistics, or Mathematics course, excluding FIN 301, MHR 311, MKTG 321, MIS 350, OM 370.
2. ECON 352 Intermediate Microeconomic Analysis cannot be used to also satisfy the upper-division economics requirement.

B. Sales Management Option

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>AGEC 333</td>
<td>Introduction to Sales</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 422</td>
<td>Sales Management</td>
<td>3</td>
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Sales Practicum/Sales Internship/Vandal Solutions

Select 3 credits from the following: 3

- AGEC 433  Advanced Sales
- BUS 429   Vandal Solutions
- MKTG 398  Internship

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<th>Sales Electives</th>
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<tr>
<td>Select 6 credits from the following:</td>
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<tr>
<td>MHR 417     Deploying and Developing Human Capital</td>
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<td>MKTG 424    Pricing Strategy and Tactics</td>
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<td>MKTG 425    Retail Distribution Mgmt</td>
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<td>MKTG 426    Marketing Channels Management</td>
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<tr>
<td>OM 470      Supply Chain Management</td>
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</table>

| Total Hours | 15 |

Courses to total 120 credits for this degree

C. Entrepreneurship Emphasis

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>MKTG 420</td>
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<td>Sales Management</td>
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<td>MKTG 424</td>
<td>Pricing Strategy and Tactics</td>
<td>3</td>
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<tr>
<td>MKTG 425</td>
<td>Retail Distribution Mgmt</td>
<td>3</td>
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<tr>
<td>MKTG 426</td>
<td>Marketing Channels Management</td>
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<td>MKTG 427</td>
<td>Services Mgmt</td>
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<tr>
<td>BUS 429</td>
<td>Vandal Solutions (Max 6 credits)</td>
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</tr>
<tr>
<td>MKTG 482</td>
<td>International Marketing</td>
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<tr>
<td>MKTG/RMAT 495 Product Development and Brand Management</td>
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| Total Hours | 18 |

Courses to total 120 credits for this degree

D. PGA Golf Management Option

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<thead>
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<td>PGA 103</td>
<td>Introduction to PGA Golf Management</td>
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<td>PGA 150</td>
<td>PGA Golf Management I</td>
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Courses to total 120 credits for this degree

1. A CBE, Statistics, or Mathematics course, excluding FIN 301, MHR 311, MKTG 321, MIS 350, OM 370.
Marketing (B.S.Bus.)

<table>
<thead>
<tr>
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<tr>
<td>PGA 251</td>
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<td>PGA 385</td>
<td>PGA Golf Management III</td>
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<td>PGA 398</td>
<td>Internship (Max 6 credits)</td>
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<td>RSTM 105</td>
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<tr>
<td>RSTM 205</td>
<td>Teaching Golf II</td>
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<tr>
<td>RSTM 305</td>
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<tr>
<td>MKTG 424</td>
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</tr>
<tr>
<td>or ECON 352</td>
<td>Intermediate Microeconomic Analysis</td>
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<tr>
<td>MKTG 425</td>
<td>Retail Distribution Mgmnt</td>
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<td>or MKTG 426</td>
<td>Marketing Channels Management</td>
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<td>MKTG 427</td>
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<tr>
<td>Select one course from the following:</td>
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<tr>
<td>AGEC 333</td>
<td>Introduction to Sales</td>
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<tr>
<td>MKTG 420</td>
<td>Integrated Marketing Communication</td>
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<tr>
<td>MKTG 422</td>
<td>Sales Management</td>
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<tr>
<td>Total Hours</td>
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<td>31-35</td>
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1 ECON 352 cannot be used to also satisfy the upper-division economics requirement.

Courses to total 120 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 Option

<table>
<thead>
<tr>
<th>Code</th>
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<tr>
<td>MKTG 431</td>
<td>Marketing Analytics</td>
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<td>STAT 422</td>
<td>Sample Survey Methods</td>
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<td>STAT 431</td>
<td>Statistical Analysis</td>
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<tr>
<td>MATH 160</td>
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<td>Calculus I</td>
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<td>ANTH 416</td>
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<td>MATH 330</td>
<td>Linear Algebra</td>
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<td>MIS 455</td>
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<td>STAT 507</td>
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<td>STAT 514</td>
<td>Nonparametric Statistics</td>
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<td>STAT 516</td>
<td>Applied Regression Modeling</td>
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<tr>
<td>Select one course from the following:</td>
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<td>ECON 352</td>
<td>Intermediate Microeconomic Analysis</td>
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<tr>
<td>MKTG 422</td>
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