

Marketing, BA/BS

Program Description

Marketing is an in-demand function for organizations of all sizes and crosses every industry throughout the globe. The digital age and globalization of business has transformed the way consumers behave and requires businesses to adapt to their ever changing needs. To prepare graduates for the skills needed in the new age of marketing, the Utah Tech BA/BS in Marketing Degree is uniquely designed to allow students to focus on marketing career tracks that specifically address areas of specialization. This focused curriculum, along with the traditional marketing and business foundation courses, provides graduates with a competitive advantage. Students who seek a more global perspective on marketing may pursue the BA Degree; this requires the Bachelor of Arts foreign language requirement as outlined in the catalog for every Utah Tech BA degree.

Program Curriculum

120 credits

Utah Tech General Education Requirements

All Utah Tech General Education requirements must be fulfilled. A previously earned degree may fulfill those requirements, but courses must be equivalent to Utah Tech's minimum General Education standards in American Institutions, English, and Mathematics.

General Education Core Requirements (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)

Code	Title	Hours
English		3-7
Mathematics		3-5
American Institutions		3-6
Life Sciences		3-10
Physical Sciences		3-5
Fine Arts		3
Literature/Humanities		3
Social & Behavioral Sciences		3

Code	Title	Hours
	Bachelor of Arts: Foreign Language Requirement	3-16

Complete one of the following:

- Complete 16 credits in a single foreign language, through earned credit (grade C or higher), credit by examination, or vertical credit from the courses listed on the GE Foreign Language Requirement page¹
- Complete a 2020 or higher foreign language course (grade C or higher)
- Complete a 3060 foreign language course listed below (grade C or higher)
- Receive 16 transfer credits for GEFL 1000 (8) and GEFL 2000 (8) in a single foreign language (grade C or higher)

OR

Complete a 1010 course listed below in a second foreign language (grade C or higher) AND one of the following:

1. In a language not taught at Utah Tech, receive 12 FLATS exam credits for FLAT 1000 (8) and FLAT 2000 (4)
or
2. In a language not taught at Utah Tech, receive 12 transfer credits articulated as GEFL 1000 (8) and GEFL 2000 (4) (all grade C or higher)

OR

Available only to students who are nonnative English speakers, complete one of the following:

- Complete 16 credits of ESL courses listed below (grade B or higher)
- Complete ESL 2750 or ESL 2760 (grade B or higher).
- Submit one of the following test scores required for unconditional Utah Tech admission: TOEFL (61 iBT, 173 CBT, or 500 PBT); or Michigan (70); or USU-IELE equivalent score. Other tests may be accepted for admission to Utah Tech but will not fulfill this requirement. Official scores must be submitted to the Registrar's Office.

Total Hours

3-16

¹ General Education Foreign Language Classes may be found on the General Education page. (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)

Business Core Requirements

Code	Title	Hours
ACCT 2010	Principles of Accounting I	3
ECON 2010	Micro Economics (SS, GC)	3
FIN 2010	Introduction to Finance	3
ISA 2010	Introduction to Business Data Analytics	3
ISA 2050	Management Information Systems	3
MGMT 3050	Business Law I: Law in the Commercial Environment	3
MGMT 3400	Management & Organizations	3
MGMT 3600	Operations and Supply Chain Management (ALPP)	3
ENGL 3010	Professional Writing and Business Ethics	3
MKTG 3010	Marketing Principles (ALPP)	3
STAT 2040	Business Statistics	3
Total Hours		33

Marketing Core Requirements

Code	Title	Hours
BUS 3000	Intermediate Career Strategies	1
MKTG 3450	Consumer Behavior	3
MKTG 3500	Digital Marketing	3
MKTG 4500	Product Marketing	3
MKTG 4100	Marketing Research	3
MKTG 4200	Entrepreneurial Marketing	3
MKTG 4800	Marketing Strategy	3
Total Hours		19

Marketing Electives

Students may take any of the courses listed below to fulfill the remaining 15 credit hours for a Marketing BS or BA degree. The elective courses have been grouped into four different marketing tracks to help guide your selection: a Digital Marketing track, a Hospitality and Services Marketing track, a Marketing Analytics track and a Marketing Generalist track. Alternatively, students may develop their own custom track by selecting elective courses of their choice from the list below (totaling at least 15 credit hours). It is recommended that students who wish to pursue a custom track discuss their course selections with an advisor. The four suggested tracks are described below; a complete list of all possible marketing electives is provided at the bottom of this page.

Code	Title	Hours
Digital Marketing Track		
Students pursuing the Digital Marketing Track will learn to utilize data-driven marketing methods such as social media, search engine marketing, content creation and targeted digital media. Coursework in this track will provide applied knowledge pertaining to campaign strategy, creation, and analysis. Students may take any of the courses listed below to fulfill the remaining 15 credit hours for a Marketing degree.		
DES 2100	Design Thinking	3
ISA 3020	SQL & Python for Analytics	3
MDIA 2300	Introduction to Public Relations	3
MDIA 3450	Social Media Campaigns	3
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 4600R	Marketing Practicum	1-3
MKTG 4950R	Special Topics in Marketing	1-3

Code	Title	Hours
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Hospitality and Services Marketing Track

The Hospitality and Services Marketing Track introduces students to the core concepts, essential tools, and key frameworks of marketing in the hospitality industry. Students will learn to develop strategies that create and capture customer value. This track is ideal for those planning careers in hospitality, tourism, sales, retail management, brand management and integrated marketing communications. Students may take any of the courses listed below to fulfill the remaining 15 credit hours for a Marketing degree.

COMM 3190	Intercultural Communication (SS, GC)	3
HOSP 1010	Introduction to the Hospitality Industry	3
HOSP 2210	Emerging Hospitality Technologies	3
HOSP 2500	Hotel and Resort Front Office Operations	3
HOSP 3150	Hospitality and Tourism Marketing	3
HOSP 4700	Hospitality Revenue Management and Profit Optimization	3
HOSP 4710	Hospitality Facilities Management	3
MGMT 2600	Entrepreneurship 1	3
MGMT 3300	Human Resource Management	3
MGMT 4800	Strategic Management (ALPP)	3
MGMT 4950R	Seminar in Business	1-3
MKTG 3515	Sales Management (ALPP)	3
MKTG 3600	Services Marketing	3
MKTG 3900	Retail Management (ALPP)	3
MKTG 4600R	Marketing Practicum	1-3
MKTG 4950R	Special Topics in Marketing (Hospitality and Services Marketing Track)	1-3
RSM 3010	Event Management	3
RSM 3430	Tourism and Commercial Enterprises	3

Code	Title	Hours
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Marketing Analytics Track

Students pursuing the Marketing Analytics Track will focus on analyzing marketing performance metrics and uncovering insights related to digital marketing and brand management. This track equips students with the tools and knowledge needed to make data-driven decisions. This track is appropriate for students wishing to pursue careers as a marketing analyst, digital marketing analyst, CRM analyst or SEO analyst. Students may take any of the courses listed below to fulfill the remaining 15 credit hours for a Marketing degree.

DES 2100	Design Thinking	3
ISA 3020	SQL & Python for Analytics	3
ISA 4060	Big Data Analytics	3
ISA 4070	Data Visualization and Storytelling	3
MGMT 2600	Entrepreneurship 1	3
MGMT 4000	Intermediate Supply Chain Management	3
MGMT 4040	Quantitative Decision Analysis	3
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 4600R	Marketing Practicum	1-3
MKTG 4950R	Special Topics in Marketing	1-3

Code	Title	Hours
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Marketing Generalist Track

Students pursuing the Marketing Generalist Track will gain insight and experience across the discipline. The curriculum is designed to equip students with the skills and knowledge needed to excel in various marketing roles across diverse industries. This track is appropriate for students pursuing careers in areas such as sales management, retail management, marketing management, brand management and product management. Students may take any of the courses listed below to fulfill the remaining 15 credit hours for a Marketing degree.

DES 2100	Design Thinking	3
ISA 3020	SQL & Python for Analytics	3
MDIA 2300	Introduction to Public Relations	3
MDIA 3480	Social Media Production	3
MGMT 2600	Entrepreneurship 1	3
MGMT 3300	Human Resource Management	3

MGMT 4000	Intermediate Supply Chain Management	3
MGMT 4800	Strategic Management (ALPP)	3
MKTG 3515	Sales Management (ALPP)	3
MKTG 3600	Services Marketing	3
MKTG 3900	Retail Management (ALPP)	3
MKTG 4600R	Marketing Practicum	1-3
MKTG 4900R	Directed Marketing Research	1-3
MKTG 4950R	Special Topics in Marketing	1-3
RSM 3010	Event Management	3

Code	Title	Hours
Complete List of All Marketing Electives		
COMM 1020	Public Speaking	3
COMM 2110	Interpersonal Communication (SS, GC)	3
COMM 3190	Intercultural Communication (SS, GC)	3
DES 2100	Design Thinking	3
ECON 2020	Macro Economics (SS, GC)	3
HOSP 1010	Introduction to the Hospitality Industry	3
HOSP 2210	Emerging Hospitality Technologies	3
HOSP 2500	Hotel and Resort Front Office Operations	3
HOSP 3150	Hospitality and Tourism Marketing	3
HOSP 4700	Hospitality Revenue Management and Profit Optimization	3
HOSP 4710	Hospitality Facilities Management	3
HOSP 4890R	Hospitality Internship/COOP	3
ISA 3020	SQL & Python for Analytics	3
ISA 4060	Big Data Analytics	3
ISA 4070	Data Visualization and Storytelling	3
MDIA 2300	Introduction to Public Relations	3
MDIA 3450	Social Media Campaigns	3
MDIA 3480	Social Media Production	3
MGMT 2600	Entrepreneurship 1	3
MGMT 3300	Human Resource Management	3
MGMT 4000	Intermediate Supply Chain Management	3
MGMT 4040	Quantitative Decision Analysis	3
MGMT 4800	Strategic Management (ALPP)	3
MGMT 4950R	Seminar in Business	1-3
MKTG 3515	Sales Management (ALPP)	3
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 3600	Services Marketing	3
MKTG 3900	Retail Management (ALPP)	3
MKTG 4600R	Marketing Practicum	1-3
MKTG 4900R	Directed Marketing Research	1-3
MKTG 4950R	Special Topics in Marketing	1-3
RSM 3010	Event Management	3
RSM 3430	Tourism and Commercial Enterprises	3
SE 1400	Web Design Fundamentals (ALCS)	3

Graduation Requirements

1. Complete a minimum of 120 college-level credits (1000 and above).
2. Complete at least 40 upper-division credits.
3. Complete at least 30 upper-division credits at Utah Tech for institutional residency.

4. Cumulative GPA 2.0 or higher.
5. Minimum grade of C- and 2.5 GPA in Business Core Requirements, Marketing Core Requirements, and Marketing Elective Requirements.
6. Minimum of 15 credits in Marketing electives and 2.5 GPA required.

Graduation Plan

1st Year

Fall Semester	Hours	Spring Semester	Hours
SSC 1010		2 ACCT 2010	3
ECON 2010		3 ISA 2010	3
ENGL 1010		3 ENGL 2010	3
General Education (Mathematics) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)		3 General Education (American Institutions) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3
General Elective		4 General Elective	3
	15		15

2nd Year

Fall Semester	Hours	Spring Semester	Hours
MKTG 3010		3 STAT 2040	3
ISA 2050		3 General Education (Fine Arts) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3
BUS 3000		1 General Education (Literature/ Humanities) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3
General Education (Physical Sciences) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)		3 General Education (Life Sciences) (catalog.utahtech.edu/programs/generaleducation/#gerequirementstext)	3
General Elective		3 General Elective	3
General Elective		2	
	15		15

3rd Year

Fall Semester	Hours	Spring Semester	Hours
MKTG 3450		3 FIN 2010	3
MKTG 3500		3 MKTG 4200	3
MGMT 3050		3 MKTG 4500	3
MGMT 3400		3 MGMT 3600	3
General Elective		3 Marketing Program Elective	3
	15		15

4th Year

Fall Semester	Hours	Spring Semester	Hours
ENGL 3010		3 MKTG 4800	3
MKTG 4100		3 Marketing Program Elective	3
Marketing Program Elective		3 Marketing Program Elective	3
Marketing Program Elective		3 General Elective	3
General Elective		3 General Elective	3
	15		15

Total Hours 120

BA/BA Marketing Program Learning Outcomes

At the successful conclusion of this program, students will be able to:

1. Evaluate real world business situations related to the core business functions of accounting, economics, finance, qualitative analysis, information systems, international business, legal and social environments, marketing & management.
2. Analyze real world business situations by identifying relevant business issues, performing appropriate quantitative and qualitative data analysis and synthesis, formulating viable courses of action.
3. Create and deliver professional quality oral presentations and written work products.
4. Analyze real world business situations by identifying relevant ethical issues, evaluating and synthesizing information, and formulating ethical courses of action.
5. Develop a marketing research study and prepare and present the findings.
6. Create a comprehensive integrated marketing plan for a new product introduction.
7. Complete at least one industry or academic certificate, internship, practicum, or independent research study that relates to the student's career path.