

## Bachelor of Science in Business: Marketing Option Worksheet 2021-2022

<b>1<sup>st</sup> Year</b>	<b>Fall</b>		<b>Spring</b>	
	_____ BGEN 104US – Bus & Eship Fund	3	_____ BGEN 215- Career Readiness	2
	<small>***Students transferring into Jabs who have already earned US credit must take BGEN 204 instead of BGEN 104US+BGEN 215</small>			
	_____ Math ***Specific course based on math placement	3-6	_____ ECNS 101IS- Econ Way of Thinking	3
	_____ WRIT 101W – College Writing	3	_____ M 161Q – Survey of Calculus	4
_____ U-Core or Non-Bus/Non-Econ Elecs	<u>3-6</u>	_____ U-Core or Non-Bus/Non-Econ Elecs	<u>6</u>	
	15		15	

<b>2<sup>nd</sup> Year</b>	<b>Fall</b>		<b>Spring</b>	
	_____ ACTG 201 – Prin of Acct I	3	_____ ECNS 204IS – Microeconomics	3
	_____ BMIS 211 – Data Analytics I	3	_____ ACTG 202 – Mgmt Acct	3
	_____ STAT 216Q – Intro to Stats	3	_____ BMGT 205 – Prof Bus Comm	3
	_____ ECNS 202 – Macroeconomics	3	_____ STAT 217 or BMGT 240IS	3
	_____ U-Core or Non-Bus/Non-Econ Elecs	<u>3</u>	_____ U-Core or Non-Bus/Non-Econ Elecs	<u>3</u>
	15		15	

**Requirements:**

### Apply for Admission to Jabs

- \_\_\_\_\_ Junior Standing (60 credits)
- \_\_\_\_\_ 'C-' or better in all Foundation Courses (see above)
- \_\_\_\_\_ 2.50 or better Cumulative GPA

**Rolling application processing during advising & registration:**  
**October/November for Spring admission**  
**March/April for Summer/Fall admission**  
 Students must be admitted to enroll in upper-division option courses (those denoted in **BOLD AND ASTERISK**).

**Keep in mind:**

- Declare your credentials (2<sup>nd</sup> option, minors)
- Plan ahead for study abroad
- Check your non-bus/non-econ elective count (in DegreeWorks)

<b>3<sup>rd</sup> Year</b>	<b>Fall</b>		<b>Spring</b>	
	_____ BMGT 335 – Mgmt & Org	3	_____ BMGT 322 – Op Mgmt	3
	_____ BMIS 311 – Mgmt Info Systems	3	_____ BFIN 322 – Finance	3
	_____ BMKT 325 – Marketing	3	_____ <b>*BMKT 343-Integ Mktg Comm</b>	<b>3</b>
	_____ BGEN 361 – Business Law	3	_____ <b>*BMKT 342R – Market Research</b>	<b>3</b>
	_____ U-Core or Non-Bus/Non-Econ Elecs	<u>3</u>	_____ <b>*BMKT 337 – Consumer Behavior</b>	<u>3</u>
	15		15	

<b>4<sup>th</sup> Year</b>	<b>Fall</b>		<b>Spring</b>	
	_____ <b>*BMKT 436 – Sales &amp; Sales Mgmt</b>	<b>3</b>	_____ <b>*BGEN 499 – Sr Strategy Seminar</b>	<b>4</b>
	_____ <b>*BMKT or AA Elective</b>	<b>3</b>	_____ <b>*BMKT 499 – Capstone: Mktg Mgmt</b>	<b>3</b>
	_____ <b>*BMKT or AA Elective</b>	<b>3</b>	_____ <b>*BMKT or AA Elective</b>	<b>3</b>
	_____ U-Core or Non-Bus/Non-Econ Elecs	<u>6</u>	_____ U-Core or Non-Bus/Non-Econ Elecs	<u>5</u>
	15		15	



### Degree Requirements:

**University:**

- 120 Total Credits
- 42 Upper-Division Credits
- University Core 2.0
- 2.00 Cumulative MSU GPA

**Jabs:**

- Foundation
- Common Body of Knowledge (CBK)
- BMKT Required & Electives
- 48 credits Non-Business/Non-Econ

### University Core 2.0

BGEN 104US	University Seminar (US)	3
WRIT 101W	Writing (W)	3
M 161Q	Quant Reasoning (Q)	3
	Diversity (D)	3
	Contemp Issues in Sci (CS)	3
	Natural Sci (IN/RN)	3
	Inquiry to Arts (IA)	3
	Humanities (IH/RH)	3
ECNS 101IS	Social Science (IS)	3
BMKT 342R	Research/Creative Exp (R)	3

### Take 2 Marketing (BMKT) Electives (6 credits):

BMKT 420-Integ Online Mktg	3	Fall/Spring
BMKT 441-Int'l Mktg	3	Spring
BMKT 444-Retail Mgmt	3	Fall
BMKT 446-Mktg for Entrep	3	Fall
BMKT 484-Internet Mktg Pract	3	Spring
BMKT 485-Applied Mktg Strat	3	Fall
BMKT 491-Special Topics	3	varies
† BMKT 498-Internship	3	Fa/Sp/Su
BMGT 405-Supply Chain	3	Fall
BGEN 365-Int'l Practicum	3	Spring
† GDSN 378-Guerilla Advtsng	5	Summer

† Counts as 1 elective

### Take 1 Advisor Approved Elective (AAE)

- 3 credits, 300-400 level, career related, advisor pre-approved, & in addition to University Core

### Non-Business/Non-Economics Electives:

48 credits must be non-business/non-economics rubrics (although ECNS 101IS, ECNS 202, ECNS 204IS, BMGT 240IS may be included)

### Academic Planning is ESSENTIAL for timely graduation:

Grades of 'C-' or better are required to satisfy requirements for pre-requisite and required courses in majors, minors, and for all university core requirements.

#### Plan for strictly enforced pre-requisites

- You can see pre-requisites in DegreeWorks or in the online course catalog
- The computer WILL NOT let you register for a course for which you don't have the pre-requisite

#### Complete your junior courses (300-level) before your senior courses (400-level)

##### Watch out for:

- Courses offered in only the *fall or spring semesters*
- More restricted day/time options
- Single section offerings
- Use MyInfo or DegreeWorks to check for semesters of offering & section numbers

#### Non-business/non-economics electives:

- 40% of 120 (48 credits) required
- Use DegreeWorks to track your progress
- Don't leave them until your senior year!

**Jabs Residency Policy:** Of the upper-division credits required for business students, at least 18 credits and BGEN 499 (4 credits) must be taken in residence at the Jabs (not transferred from another institution).

### Questions? Need Help?

#### Jabs Office of Student Services

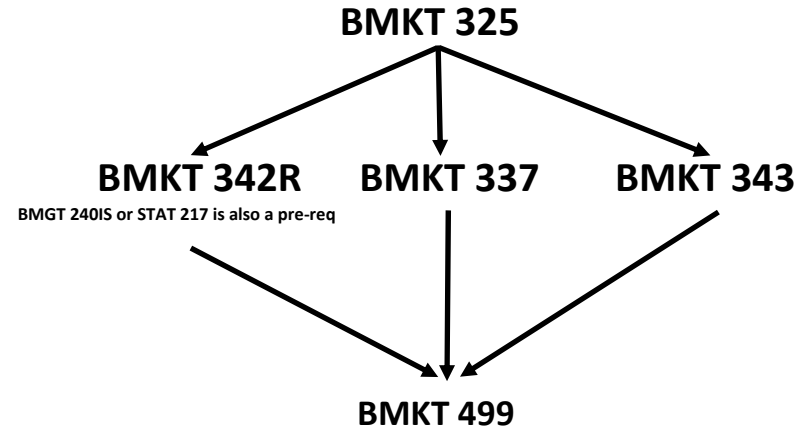
business@montana.edu

406-994-4681

Jabs Hall Room 124

## MARKETING COURSE SEQUENCE:

### Plan for pre-reqs



## Common Body of Knowledge Courses:

BFIN 322-*Finance*

BGEN 361-*Business Law*

BMGT 335-*Mgmt & Organizations*

BMIS 311-*Information Systems*

BMGT 322-*Operations Mgmt*

BMKT 325-*Marketing*

**= prerequisites for**

**BGEN 499-Senior Thesis/Capstone: Strategy Seminar**

***No concurrent enrollment is allowed!***