



Twin Cities Campus

Marketing B.S.B.

Marketing

Curtis L. Carlson School of Management

- Program Type: Baccalaureate
- Requirements for this program are current for Fall 2020
- Required credits to graduate with this degree: 120
- Required credits within the major: 77 to 83
- Degree: Bachelor of Science in Business

Marketing is about understanding customers. Marketers create, communicate and deliver value with the goal of satisfying customers' needs. Marketers include puzzle solvers, data scientists, consumer psychologists, and inspired innovators.

- * Marketers are investigative, identifying unfulfilled needs and desires.
- * Marketers are analytically-driven, quantifying the size of markets and potential for profits.
- * Marketers are strategic, pinpointing how a company can win in a competitive environment.
- * Marketers are creative, designing and promoting appealing products and services.

Job opportunities in marketing include product or brand management, consulting, customer insights, analyzing markets, sales and business development, and advertising and media communications.

Program Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

Freshman and transfer students are usually admitted to pre-major status before admission to this major

A GPA above 2.0 is preferred for the following:

- 3.00 transferring from another University of Minnesota college
- 3.00 transferring from outside the University

Students in the school have no restrictions on declaring the major but must complete the five tool courses before continuing with the major requirements. Students from outside of the school must meet overall admission standards to enter this major, including completion of microeconomics, macroeconomics, and calculus prior to admission. Transfer students will also need to complete statistics and financial accounting before starting on the major coursework but may do so after admission.

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

Required prerequisites

Tool Courses

Microeconomics

- [ECON 1101](#) - Principles of Microeconomics [SOCS, GP] (4.0 cr)
- or [APEC 1101H](#) - Principles of Microeconomics [SOCS, GP] (4.0 cr)

Macroeconomics

- [ECON 1102](#) - Principles of Macroeconomics (4.0 cr)
- or [APEC 1102](#) - Principles of Macroeconomics (3.0 cr)

Calculus

- [MATH 1142](#) - Short Calculus [MATH] (4.0 cr)
- or [MATH 1271](#) - Calculus I [MATH] (4.0 cr)
- or [MATH 1571H](#) - Honors Calculus I [MATH] (4.0 cr)
- or [MATH 1371](#) - CSE Calculus I [MATH] (4.0 cr)

Accounting

- [ACCT 2050](#) - Introduction to Financial Reporting (4.0 cr)
- or [ACCT 2050H](#) - Honors: Introduction to Financial Reporting (4.0 cr)

Statistics

- [SCO 2550](#) - Business Statistics: Data Sources, Presentation, and Analysis (4.0 cr)
- or [STAT 3011](#) - Introduction to Statistical Analysis [MATH] (4.0 cr)
- or [STAT 3021](#) - Introduction to Probability and Statistics (3.0 cr)
- or [STAT 3022](#) - Data Analysis (4.0 cr)



or [PSY 3801](#) - Introduction to Psychological Measurement and Data Analysis [MATH] (4.0 cr)
or [SOC 3811](#) - Social Statistics [MATH] (4.0 cr)
or [IE 3521](#) - Statistics, Quality, and Reliability (4.0 cr)
or [EE 3025](#) - Statistical Methods in Electrical and Computer Engineering (3.0 cr)
or [CEGE 3102](#) - Uncertainty and Decision Analysis (3.0 cr)
or [ANSC 3011](#) - Statistics for Animal Science (4.0 cr)
or [STAT 4101](#) - Theory of Statistics I (4.0 cr)
 [STAT 4102](#) - Theory of Statistics II (4.0 cr)
or [STAT 5101](#) - Theory of Statistics I (4.0 cr)
 [STAT 5102](#) - Theory of Statistics II (4.0 cr)
or [MATH 5651](#) - Basic Theory of Probability and Statistics (4.0 cr)
 [MATH 5652](#) - Introduction to Stochastic Processes (4.0 cr)

General Requirements

All students are required to complete general University and college requirements including writing and liberal education courses. For more information about University-wide requirements, see the [liberal education requirements](#). Required courses for the major or minor in which a student receives a D grade (with or without plus or minus) do not count toward the major or minor (including transfer courses).

Program Requirements

At least 50% (24cr) of the upper division major credits must be taken at the University of Minnesota Twin Cities campus.

Lower Division Requirements

Management

Students entering the program as freshmen or sophomores take MGMT 1001. Students who transfer in as juniors complete MGMT 3001 instead.

[MGMT 1001](#) - Contemporary Management (3.0 cr)
or [MGMT 1001H](#) - Honors: Contemporary Management (3.0 cr)
or [MGMT 3001](#) - Fundamentals of Management (3.0 cr)

Corporate Responsibility & Ethics

[MGMT 1005](#) - Corporate Responsibility and Ethics [CIV] (3.0 cr)
or [MGMT 1005H](#) - Corporate Responsibility and Ethics [CIV] (3.0 cr)

Psychology

[PSY 1001](#) - Introduction to Psychology [SOCS] (4.0 cr)
or [PSY 1001H](#) - Honors Introduction to Psychology [SOCS] (4.0 cr)

Career Skills

[BA 3000](#) - Career Skills (1.0 cr)
or [IBUS 3006](#) - Global Career Skills (2.0 cr)

Immersion Core

Students complete the Immersion Core as a cohort.

While not currently required, students are strongly encouraged to complete BA 1001 Analyzing Business Problems Using Excel, prior to taking the Immersion Core.

[SCO 3001](#) - Supply Chain and Operations (3.0 cr)
[MGMT 3004](#) - Business Strategy (3.0 cr)
[FINA 3001](#) - Finance Fundamentals (3.0 cr)
 or [FINA 3001H](#) - Honors: Finance Fundamentals (3.0 cr)
[MKTG 3001](#) - Principles of Marketing (3.0 cr)
 or [MKTG 3001H](#) - Honors: Principles of Marketing (3.0 cr)

Additional Core Requirements

Information Systems

[IDSC 3001](#) - Introduction to Information Technology in Business (3.0 cr)
or [IDSC 3001H](#) - Honors: Information Systems for Business Processes and Management (3.0 cr)

Human Resources

[HRIR 3021](#) - Human Resource Management and Strategy (3.0 cr)
or [HRIR 3021H](#) - Honors: Human Resource Management and Strategy (3.0 cr)
or [IBUS 3021](#) - Human Resource Management and Strategy in Australia (4.0 cr)

Managerial Accounting

[ACCT 3001](#) - Introduction to Management Accounting (3.0 cr)
or [IBUS 3002](#) - Managerial Accounting in Argentina and Chile (4.0 cr)

Business Communication



MGMT 3033W - Business Communication [WI] (3.0 cr)
or IBUS 3033W - Business Communication in Spain [WI] (4.0 cr)

Major requirements

Required courses

MKTG 3010 - Marketing Research (4.0 cr)
MKTG 3040 - Buyer Behavior (4.0 cr)
MKTG 4080W - Marketing Strategy [WI] (4.0 cr)

Electives

Students must choose at least 4 credits from the Foundational electives and 4 credits from the Marketing Analysis elective. The remaining credits can be chosen from either category.

Take 12 or more credit(s) from the following:

Foundational Electives

Take 4 or more credit(s) from the following:

- MKTG 4030 - Sales Management (4.0 cr)
- MKTG 4050 - Advertising and Promotion (4.0 cr)
- MKTG 4060 - Marketing Channels (4.0 cr)
- MKTG 4085 - Nudge: Improving Decisions about Health, Wealth, and Happiness (2.0 cr)
- MKTG 4082W - Brand Management [WI] (4.0 cr)
or IBUS 4082W - Brand Management [WI] (4.0 cr)

Marketing Analysis Electives

Take 4 or more credit(s) from the following:

- MKTG 3005 - Introduction to Applying Analytical Tools for Solving Business Problems (2.0 cr)
- MKTG 4072 - Marketing-in-Action: Marketing Practicum (4.0 cr)
- MKTG 4074 - Data-Driven Marketing (4.0 cr)
- MKTG 4076 - Digital Marketing (2.0 cr)
- MKTG 4090 - Marketing Topics (2.0 - 4.0 cr)

International Experience

Students must complete an international experience as part of the program requirements. Short-term or semester-length programs may be used to meet this requirement. Students participate in International Experience (IE) 101 early in their program to begin planning.

Upper Division Writing Intensive within the major

Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements.

Take 0 - 1 course(s) from the following:

- MGMT 3033W - Business Communication [WI] (3.0 cr)
- MKTG 4080W - Marketing Strategy [WI] (4.0 cr)
- MKTG 4082W - Brand Management [WI] (4.0 cr)
- IBUS 4082W - Brand Management [WI] (4.0 cr)
- IBUS 3033W - Business Communication in Spain [WI] (4.0 cr)

Program Sub-plans

A sub-plan is not required for this program.

Integrated BS in Business/Master in HRIR

This integrated program provides a unique opportunity for Carlson students to obtain an advanced degree more quickly and prepare themselves to lead in the shifting landscape of the global marketplace. The integrated program would allow Carlson undergraduate students to complete both their B.S.B. and their MHRIR in a total of five years.

Students will follow a normal Carlson undergraduate curriculum for their first three years. They would apply for the MHRIR program by February 1st of their junior year, and they would begin the MHRIR program as part of the MHRIR first-year cohort in the fall of their senior year. The senior year would have the integrated program students in all the first-year MHRIR core courses and the remaining undergraduate courses to complete their undergraduate degree.

Twelve credits of the MHRIR first-year would be applied to the undergraduate degree, including HRIR 6301, 6701, and 6501. Thirteen credits would apply to the MHRIR degree, including HRIR 6001, 6401, 6441, and 6805.

Students will finish their MHRIR in the fifth year of the integrated program.

HRIR minors: please note that HRIR 6301 is considered equivalent to HRIR 3031 and 3032, HRIR 6401 and 6441 are equivalent to



HRIR 3041 and 3042, HRIR 6701 is equivalent to HRIR 3071 and 3072, and HRIR 6501 is equivalent to HRIR 3051. It is recommended that students do not take the equivalent undergraduate HRIR courses if they plan to pursue the integrated degree.

BSB/Masters Human Resources and Industrial Relations

Students in the BSB/M.HRIR integrated degree program should complete the following courses in their senior year. These courses meet requirements for the Masters in Human Resources and Industrial Relations and twelve credits of the BSB Human Resources major/minor.

Fall semester, Year 4

- HRIR 6301 - Staffing, Training, and Development (4.0 cr)
- HRIR 6001 - Business Principles for the HRIR Professional (4.0 cr)
- HRIR 6111 - Using Data and Metrics in Human Resources and Industrial Relations (4.0 cr)
- HRIR 6805 - HRIR Leadership Practicum (0.5 cr)

Spring semester, Year 4

- HRIR 6805 is taken both terms.
- HRIR 6401 - Organizational Theory Foundations of High-Impact HRIR (2.0 cr)
- HRIR 6441 - Organizational Behavior Foundations of High-Impact HRIR (2.0 cr)
- HRIR 6701 - Labor Relations and Collective Bargaining (4.0 cr)
- HRIR 6501 - Compensation and Benefits (4.0 cr)