

Marketing and International Business

Department Chair: Douglas D. Miller

Office: WB 203e
Telephone: 801-863-8859

Faculty:

- Professor
Janice Gygi
- Associate Professor
Deborah Baird
Eugene Seeley
- Assistant Professor
David N. McArthur
Ramendra Thakur
Harry Taute
Lety Workman

Advisor: Terry Acord
Office: WB 257b
Telephone: 801-863-8314

Advisor: Polly Clauson
Office: WB 257d
Telephone: 801-863-6482

Advisor: Mignon Nicol
Office: WB 257c
Telephone: 801-863-8749

School of Business

Dean: Stanley Earl Jenne, Ph.D.
Office: WB 128b
Telephone: 801-863-8239

Associate Dean: Janice Gygi
Office: WB 219
Telephone: 801-863-8863

Assistant Dean: Mikki O'Connor
Office: WB 129
Telephone: 801-863-8850

CAREER OPPORTUNITIES

For those trained in international business, many opportunities exist in private industry, government, and entrepreneurship fields. Possible occupational areas may include shipping departments of large and small corporations, freight forwarding, import/export, international sales, foreign relations, communications, or government trade offices.

For those trained in marketing, career opportunities are available in advertising, brand and product management, customer affairs, industrial marketing, international

marketing, marketing management science and systems analysis, marketing research, new product planning, marketing logistics (physical distribution), public relations, purchasing, retailing management, Internet marketing, and sales and sales management.

JOB OUTLOOK

In international business, job demand is high, particularly in metropolitan areas; and the employment outlook is excellent. Those trained in international business with fluency in one or more foreign languages may enter the fast-growing areas of international business management, marketing, finance, import/export, or government services.

Almost a third of all Americans are employed in marketing-related positions. From large corporations to small companies, both in manufacturing and service areas, firms rely on marketers. There is also a growing trend to use marketing in nonprofit organizations, such as colleges, libraries, and hospitals.

PROGRAMS

Students in Marketing and International Business may receive a Bachelor of Science Degree in Business with a Marketing or an International Business Specialization. An Associate in Science (AS) School of Business transfer degree is available for students planning to transfer to another college or university in Utah. (See the School of Business section of the catalog for details on the AS degree.)

BS in Business Management with an Emphasis in Marketing and International Business 123 CREDITS

General Education Requirements: 36 Credits	
• ENGL 1010 Introduction to Writing	3.0
• ENGL 2010 Intermediate Writing--Humanities/Social Sciences	3.0
or ENGL 2020 Intermediate Writing--Science and Technology (3.0)	
• MATH 1050 College Algebra	4.0
or An Advanced Placement (AP) Mathematics Test with a score of 3 or higher	
Complete one of the following:	3.0
• HIST 2700 US History to 1877 (3.0)	
and HIST 2710 US History since 1877 (3.0)	
• HIST 1700 American Civilization (3.0)	
• ECON 1740 US Economic History (3.0)	
• POLS 1000 American Heritage (3.0)	
• POLS 1100 American National Government (3.0)	
Complete the following:	
• PHIL 2050 Ethics and Values	3.0
• HLTH 1100 Personal Health and Wellness (2.0)	
• PES 1097 Fitness for Life	2.0
Distribution Courses	
• MGMT 2020 Macroeconomics * (fulfills Social/Behavioral Science credit)	3.0
• Biology	3.0
• Physical Science	3.0
• Additional Biology or Physical Science	3.0
• Humanities Distribution	3.0
• Fine Arts Distribution	3.0
Discipline Core Requirements: 50 Credits	
Business Foundation Courses:	
• ACC 2010 Financial Accounting	3.0
• ACC 2020 Managerial Accounting	3.0
• Business Computer Proficiency Exam **	
or AIM 1050 Basic Computer Applications **	3.0

• MATH 1100 Introduction to Calculus	4.0
• MGMT 2200 Business Communications *	3.0
• MGMT 2010 Microeconomics	3.0
• MGMT 2340 Business Statistics I	3.0
• MGMT 2390 Effective Business Presentations	3.0
Business Core Courses:	
• INFO 3120 Principles of Information Systems--A Managerial Approach	3.0
• LEGL 3000 Business Law	3.0
• MGMT 3010 Principles of Management	3.0
• MGMT 3100 Principles of Finance*	3.0
• MGMT 3450 Operations Management*	3.0
• MGMT 3600 Principles of Marketing	3.0
• MGMT 3890 Career Preparation	2.0
• MGMT 4800 Strategic Management*	3.0
• MGMT 4830 Strategic Management Capstone Simulation	1.0
• MGMT 493R Entrepreneurship Lecture Series (1.0)	
or MGMT 495R Executive Lecture Series	1.0

Emphasis:
Complete one of the following:
• International Business 27.0
• Marketing 27.0

Elective Requirements: 10 Credits
Select 10 credits of General Education courses 10.0

Graduation Requirements:
1 Completion of a minimum of 123 semester credits required in the BS degree; at least 40 credit hours must be upper-division courses.
2 Overall grade point average 2.0 or above with a minimum of 2.5 GPA in all School of Business courses. No grade lower than a "C-" in core and specialization courses.
3 Residency hours: Minimum of 30 credit hours of business courses through course attendance at UVSC, with at least 10 hours earned in the last 45 hours.
4 Completion of GE and specified departmental requirements. Students are responsible for completing all prerequisite courses.

NOTE: Students will be limited to 15 hours of upper-division credit until MATRICULATION is completed.

Footnotes:
** Students will be required to complete the business computer proficiency exam with a score of 80 percent or higher on each module or complete the AIM 1050 course or AIM 105A-F modules as necessary with a score of 80 percent or higher in each of the six modules.
* Courses with an asterisk (*) cannot be taken until student is matriculated.

Emphasis in International Business 27 Credits

Emphasis Requirements: 12 Credits	
• MGMT 3320 Cross-Cultural Communications for International Business	3.0
• MGMT 3350 International Marketing	3.0
• MGMT 4180 International Finance Management	3.0
• MGMT 4870 International Management	3.0

Emphasis Elective Requirements: 15 Credits
Complete 15 pre-approved elective credits. See advisor for list of specific courses. 15.0

Emphasis in Marketing 27 Credits

Emphasis Requirements: 27 Credits	
• MGMT 3300 Survey of International Business	3.0
• MGMT 3350 International Marketing	3.0
• MGMT 4600 Marketing Research	3.0
• MGMT 4650 Strategic Marketing	3.0
Choose 15 credits from the following list:	15.0

- MGMT 3220 Retail Management
- MGMT 3620 Consumer Behavior
- MGMT 3630 Services Marketing
- MGMT 3650 Selling and Sales Management
- MGMT 3660 Internet Marketing
- MGMT 3670 Advertising and Promotion
- MGMT 482R Internship (Limit of 6 credits)