



University of Montana - Four-Year Academic Plan 2023-2024

College of Business

Bachelor of Science (BS) in Business Administration, Marketing Major

This is an example of a four year graduation plan for a degree in Marketing.

This is a sample academic plan. Students should meet with an academic advisor prior to registration to formulate their own plan.

Year 1		Year 2		Year 3		Year 4	
Fall		Fall		Fall		Fall	
BGEN 105S - Intro to Business	3	ACTG 201 - Principles of Financial Acct.	3	BGEN 341 - Ppl, Process & Tech I	3	BGEN 361 - Principles of Business Law	3
^ Approved Math Course	3	BGEN 222 - Business Models & Ops.	3	BMKT 325 - Principles of Marketing	3	+ BMKT 342 - Marketing Research	3
* WRIT 101 or COMX 111A	3	ECNS 202S - Principles of Macroeconomic	3	BGEN 360 - International Business	3	\$ MKTG Tech Elective	3
General Education Requirement	3	General Education Requirement	3	MKTG Elective	3	\$ MKTG Tech Elective	3
General Education Requirement	3	Elective	3	Elective	3	Elective	3
Credits	15	Credits	15	Credits	15	Credit	15
Spring		Spring		Spring		Spring	
# Approved Stats Course	3	ACTG 202 - Prin. of Managerial Acct.	3	BFIN 322 - Business Finance	3	BGEN 499 - Strategic MGMT	3
* COMX 111A or WRIT 101	3	BMIS 270 - MIS Foundations for Bus.	3	BGEN 342 - Ppl, Process & Tech II	3	BMKT 420 - Integrated Online MKTG	3
ECNS 201S - Prin. of Microeconomics	3	BGEN 220E - Business Ethics & Social Res	3	+ BMKT 337 - Consumer Behavior	3	Elective	3
General Education Requirement	3	Intermediate Writing Course	3	MKTG Elective	3	Elective	3
General Education Requirement	3	General Education Requirement	3	Elective	3	Elective	3
Credits	15	Credits	15	Credits	15	Credits	15
Summer		Summer		Summer		Summer	
Credits	0	Credits	0	Credits	0	Credits	0
Total Credits	30	Total Credits	60	Total Credits	90	Total Credits	120

Notes:

^ Approved Math Courses include: M 115 - Probability & Linear Math, M 121 - College Algebra, M 151 - Pre-Calculus, or M 162 - Applied Calc			
* Students with last names A-L will take WRIT 101 in Fall ; Students with last names M-Z will take WRIT 101 in Spring			
# Approved Stats Courses include: FORS 201 - Forest Biometrics, PSYX 222 - Psych Stats, SOCI 202 - Social Stats, or STAT 216 - Intro to Stats			
\$ Approved MKTG Tech Electives include: BMIS 326 - Intro to Data Analytics BMKT 440 - Marketing Analytics, BMKT 482 - Telling Stories with Data, BMKT 483 - Digital Media and BMKT 491 - Special Topics			
+ Noted courses are offered in specific semesters only - see GSSC to confirm term offered			
See catalog or the Gianchetta Student Success Center (GBB L35) for more details.			

ElevateU Career Readiness Plan

GRADUATE CAREER-READY BY GETTING INVOLVED IN THE BELOW ACTIVITIES WHILE AT UM.

Discover how your strengths, values, and interests relate to career and education pathways.

- Take the [Strong Interest Inventory](#) or other [career assessments](#) to see what careers may be a good fit for you.*
- Download the [Handshake](#) app and activate your account to explore jobs*
- Attend “[careers and opportunities](#)” fairs and join a [First Time at the Fair](#) tour*
- Join student groups that align with your interests*
- Explore career options at [What Can I Do With This Major?](#) (click on “Major Exploration”)*
- Learn about specific occupations on [O*Net Online](#)
- [Schedule an appointment](#) for Career Planning and Major Exploration

EXPLORE
Pathways for you

Participate in experiential (hands-on) learning to refine your interests and goals.

- Seek and apply for internships or part-time jobs on [Handshake](#)*
- Participate in [Volunteer Programs](#)*
- Consider [studying abroad](#) or at [another US university](#) for a semester or year*
- Consider an [internship abroad](#)*
- Conduct [undergraduate research](#) at UM*
 - Secure a paid [micro-internship](#)
 - Participate in the [Griz Career Skills Program](#)
 - [Schedule an appointment](#) for Internship Search, International Internship Search, National Student Exchange, Job Search Strategies, and Handshake How-To

EXPERIENCE
and Grow

- Meet employers at [career fairs and events](#)*
- Develop a stellar [resume](#) and [cover letter](#)*
- Practice [interview skills](#)
- Learn how to [negotiate your salary](#) and benefits package
- Fine-tune your [LinkedIn](#) profile
- Apply for jobs, graduate/professional school, or national service
- [Schedule an appointment](#) for Resume, Cover letter, Interview Prep, Personal Statement, LinkedIn, Graduate School Planning

ELEVATE
to Your Career

Refine your personal brand and develop stand-out application materials to achieve your goals

EMBRACE
Your Goals

- Strengthen relationships with faculty and supervisors who can guide and recommend you*
 - Connect with alumni in fields or companies of interest through the [Griz Career Network](#)
 - Expand your network to gain insights and support through [LinkedIn](#)
 - Conduct [career conversations](#) with professionals in fields of interest
 - Gain industry and company-specific skills through free [Forage](#) job simulations
 - [Schedule an appointment](#) to discuss Networking Strategies, LinkedIn, Graduate School Planning
- Develop skills and network to help you pursue your goals**

YOUR CAREER SUPPORT OFFICES AT UM

[Experiential Learning & Career Success \(ELCS\)](#) is for all UM students!

Students in the following Schools and Colleges have additional access to the following career services:

- [College of Business Career Development Center](#)
- [Career Trailhead professional readiness program](#)
- [College of Humanities and Sciences Career Planning Center](#)
- [Davidson Honors College Career Development Program](#)
- [School of Law Career Development Office](#)
- [Missoula College Career Services](#)

