

ABOUT THE MAJOR

At the David Eccles School of Business, the classroom is more than a place of teaching and learning; it's a place of doing. You'll learn from our world-class faculty who channel their business backgrounds and industry-leading research to infuse an entrepreneurial spirit in each student they teach. We emphasize collaboration with other disciplines on campus to provide you with the perfect environment to build your strengths. The Eccles School values embody the legacy of Utah's first entrepreneur and the school's namesake, David Eccles. David Eccles forged a path and paved the way for the state's enterprising business success and the school's culture by emulating leadership, excellence, legacy, and perseverance. The Eccles School teaches, coaches, and works alongside current and future business leaders. We prioritize community, entrepreneurship, innovation, scholarship, and transformation to form the foundation for your educational and professional success. With nine majors, five minors, and a certificate program, the Eccles School offers you a breadth of opportunities to explore all aspects of business. You will receive training in all core business disciplines (accounting, finance, entrepreneurship, management, marketing, information systems, and operations and supply chain) before taking a deep dive into your chosen major. With our holistic, problem-based curriculum that blends technical skills with the exploration of cultural, social, and ethical factors, you'll develop a foundation in business that prepares you for careers in increasingly integrated workplaces.




LEARNING OUTCOMES

- Develop a thorough understanding of the functional areas of business.
- Learn to apply foundational business knowledge through utilization of quantitative, analytical, and critical skills.
- Learn to write and speak clearly and to work within group settings to effectively accomplish personal and professional goals.
- Develop the capability to employ innovative and entrepreneurial mindset and skills as appropriate.
- Become an ethically and globally aware citizen.

PLAN & PRE-PARE

At the U, we plan for our students to have an Exceptional Educational Experience identified by four broad categories we call the Learning Framework: Community, Knowledge & Skills, Transformation, and Impact. This major map will help you envision, explore, design, and plan your personalized Exceptional Educational Experience with the Learning Framework at the core. In addition to assisting you in planning your coursework and navigating the requirements of your major, this map will help you incorporate other kinds of experiences to expand your knowledge, support your development, and prepare you for the future you want.

GET STARTED TODAY

-  Schedule an appointment with an advisor advising.utah.edu
-  Visit ugs.utah.edu
-  Learn more about the Learning Framework ugs.utah.edu/learning-framework



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BUS

MARKETING

ECCLES SCHOOL OF BUSINESS



Community



Knowledge & Skills



Transformation



Impact

"The most important thing I learned at the Eccles School is to build and foster genuine relationships with people around you. A lot of the success I had in school and have currently in my job is due to these strong relationships."

*>> Annet Unda
Finance BS, 2017 - Microsoft*

MARKETING

Use this map to explore, envision, design, and plan your Exceptional Educational Experience.

GETTING STARTED

MAKING PROGRESS

FINISHING UP

WHERE CAN I GO AFTER GRADUATION?

COURSES

- Your academic journey begins here:
 - Start taking pre-business courses such as BCOR 1010, 2020, and 2040
 - Explore with Gen Ed courses

- Dive deeper into business:
 - Take the upper-division business core to explore how it all fits together
 - Pick one of our nine majors to focus your business education

- Keep building your foundation:
 - Finish up the core
 - Stay on track with major requirements
 - Enhance your Eccles degree with Gen Eds, a minor, or other coursework

- Bring it all together:
 - Take the final courses for your degree program
 - Check your Degree Audit and meet with your academic advisor

- Accounting
- Advertising & Marketing Management
- Brokerage
- Consulting

COMMUNITY

- Explore your new home:
 - Attend Eccles Welcome and PlazaFest
 - Look into Scholars Programs and learning communities
 - Participate in Eccles Inclusion Week activities
 - Join a student organization

- Spread your wings – how can you lead in your community?
 - Get involved with BLInc¹
 - Attend leadership workshops and trainings, club meetings, and events
 - Look into Beacon Scholars

- Take charge and become a student leader:
 - Apply for an Eccles student leader position
 - Take on a leadership role in a student organization
 - Consider running for office within ASUU²

- Expand your community:
 - Volunteer in your local community
 - Connect with the Eccles alumni network
 - Seek out a leadership role with the Bennion Center

- Commercial Banking
- Data Analysis
- Database Administration
- Financial Analysis
- Financial Planning
- Forecasting Analyst

KNOWLEDGE AND SKILLS

- Learn what you need to know to get started:
 - Meet with your academic advisor regularly
 - Visit the Business Tutoring Center
 - Attend major exploration events
 - Research scholarship and other financial support options

- Expand your horizons and practice your skills:
 - Share your knowledge – become an Eccles tutor
 - Take your education global with Eccles Global Learning Abroad
 - Practice what you're learning with an internship

- Dig deeper:
 - Explore undergraduate research opportunities
 - Go beyond the classroom - explore Student Investment Fund, AdThing, and Profiles of Leadership
 - Participate in a case competition such as the Daniels Ethics Fund Competition

- Share your knowledge with the world:
 - Present or publish your research
 - Write an honors thesis
 - Use your experience with campus to guide others as a Student Success Outreach Ambassador

- Graduate School (Master's or PhD)
- Health Administration
- Human Resources
- Information Security
- Insurance
- Investment Banking

TRANSFORMATION

- How will you grow?
 - Discover your why by exploring Lasonde, Bennion Center, and others
 - Find a mentor by connecting with academic advising, faculty, and student leaders

- Build towards your purpose:
 - Attend a Hinckley lecture
 - Join an Eccles or student organization
 - Attend a Lasonde meet-up
 - Participate in Eccles diversity and inclusion programming

- Give meaning to your academic experience:
 - Participate in SMART Start mentoring
 - Transform through a deeply engaged learning experience like MUSE³

- Celebrate your transformation:
 - Attend the BLInc Leadership Luncheon, Eccles Award Ceremony, and graduation events
 - Share your growth - present research, plan a club event, or mentor a new student

- Operations Manager
- Real Estate
- Research Analysis
- Private Equity
- Public Relations and Fundraising

IMPACT

- How will you make an impact?
 - Take a Lasonde workshop
 - Pick one event from the U calendar to attend each week

- Use your skills to shape your community:
 - Apply to be a Sorenson Impact Fellow
 - Join a team at Lasonde and enter a competition
 - Combine classroom and global experience with a short-term Eccles Global course

- Take action:
 - Participate in an alternative break experience
 - Join a Legacy of Lowell Service Project
 - Apply to be a Goff Scholar
 - Share your voice at Business Student Council meetings

- Expand your reach:
 - Apply your experience through an ASUU Student Initiative
 - Leverage your experience to launch a company
 - Enhance your research with support from UROP⁴

- Sales Management
- Software Development
- Statistics
- Supply Chain Management
- Training & Development
- Web Development

CAREER

- It's never too early for career prep:
 - Meet with your Career Coach
 - Find your strengths with Clifton Strengthsfinder
 - Draft a resume
 - Create LinkedIn and Handshake profiles to start connecting

- Take the next steps towards your career:
 - Network at U of U and Eccles career fairs
 - Update your resume and cover letter
 - Polish your interview skills
 - Build on classroom experience with an internship
 - Expand student organization involvement

- Research and engage:
 - Use Business Career Services resources to research industries and companies
 - Keep resumes and cover letters up to date
 - Use your skills in leadership roles and internships
 - Put it all together at the Career BASE Camp

- Plan your strategy with your career coach:
 - Tailor resume and cover letter for desired jobs
 - Fine tune interviewing skills
 - Apply for jobs on Handshake
 - Attend grad school fairs

¹Business Leaders Incorporated ²Associated Students of the U of U ³My U Signature Experience ⁴Undergraduate Research Opportunity Program