

This form is a planning tool only— Consult your degree audit on MyUI to see all degree requirements.

General Education (21 - 31 s.h.) s.h.

World Language: 4th level in one language or 2nd level in two languages	0-10
Historical Perspectives	3
Interpretation of Literature	3
Natural Sciences (lab not required)	3
Diversity & Inclusion	3
<i>Required for students admitted to the UI starting FA21 or later</i>	
Values & Culture	3
International & Global Issues	3
Social Sciences (excluding ECON:1100 & ECON:1200)	3

Prerequisites Required for standard admission (18 s.h.)

RHET:1030 Rhetoric required General Education course	4
MATH:1350 Quant. Reasoning for Bus. (MATH:1005 w/ C- or ALEKS 55)	4
STAT:1030 Statistics for Business (MATH:1005 or higher)	4
ECON:1100 Principles of Microeconomics	4
BAIS:1500 Business Computing Essentials	2

Business Core Part I Required to declare major (7 s.h.)

ECON:1200 Principles of Macroeconomics	4
ACCT:2100 Financial Accounting (15 s.h. Tippie students; 30 s.h. non-Tippie students)	3

Business Core Part II (26 s.h.)

ACCT:2200 Managerial Accounting (ACCT:2100; ECON:1100; MATH:1350)	3
BUS:2200 Foundations for Success in Bus. (req. for FA20 admits or later) S/U graded	1
MGMT:2000 Intro. to Law (30 s.h.)	3
MGMT:2100 Intro. to Management (30 s.h.)	3

BAIS:2800 Foundations of Business Analytics

(MATH:1350, STAT:1030, BAIS:1500)	3
BAIS:3005 Information Systems (BAIS:1500 or CS:1020) 8 weeks	2
BAIS:3000 Operations Mgmt. (STAT:1030) 8 weeks	2
FIN:3000 Intro. Financial Mgmt. (ACCT:2100, ECON:1100 & 1200)	3

MKTG:3000 Intro. to Marketing Strategy

BUS:3000 Bus. Comm. & Protocol (RHET:1030, admission to Tippie)	3
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Tippie RISE (0-3 s.h.)

<i>Complete at least one of the following; see degree audit for course options</i>	
Research with Faculty	0-3
Internship Course (i.e. BUS:3100 S/U graded or CCP:1201 S/U graded)	0-3
Study Abroad	3
Experiential Course	3

Standard Admission Requirements

- Complete pre-requisites with passing grade
- Earn a UI, cumulative, and prerequisite GPA of 2.75 or higher
- Earn 24 semester hours (UI or transfer)
- Apply through Change of College Application in MyUI by October 1 for spring admission and March 1 for fall admission
- Complete Standard Admit Pre Admission Requirement

Marketing Major Requirements (21 s.h. total) s.h.

Two-thirds of the major s.h. must be completed at UI.

Common requirements (12 s.h.)

MKTG:3050 Professional Prep. in Mktg. (co-req: MKTG:3000) S/U graded	2
MKTG:3100 Marketing Research ^{RISE} (MKTG:3000, BAIS:2800)	3
MKTG:3200 Consumer Behavior (MKTG:3000)	3
MKTG:3055 Career Prep for MKTG (MKTG:3000 & 3050, MKTG:3100 or MKTG:3200, 90 s.h.)S/U graded	1
MKTG:4500 Marketing Capstone <i>Must be taken at UI. (MKTG:3000, 3050, 3100, 3200 & 1 more MKTG course above 3100, 90 s.h.)</i>	3

Complete one track from the following four options:

Marketing Analytics track (9 s.h.)

MKTG:3101 Marketing Metrics (MKTG:3000 & 3100)	
MKTG:3102 Marketing Analytics (MKTG:3000 & 3100)	
MKTG elective: choose one additional class from elective list below	

Professional Sales & Management track (9 s.h.)

MKTG:4200 Sales Management (MKTG:3000)	
MKTG:4201 Professional Selling (MKTG:3000)	
MKTG elective: choose one additional class from elective list below	

Retail Management track (9 s.h.)

MKTG:3400 Retail Strategies (MKTG:3000)	
MKTG:3401 Merchandise Management (MKTG:3000) spring only	
MKTG elective: choose one additional class from elective list below	

Marketing Management track (9 s.h.)

Any three courses from elective list below

Marketing electives

MKTG:3101 Marketing Metrics (MKTG:3000 & 3100)	
MKTG:3102 Marketing Analytics (MKTG:3000 & 3100)	
MKTG:3103 Advanced Marketing Research (MKTG:3000 & 3100)	
MKTG:3400 Retail Strategies (MKTG:3000)	
MKTG:3401 Merchandise Management (MKTG:3000) spring only	
MKTG:3605 Strategic Brand Positioning (MKTG:3000)	
MKTG:3701 MKTG Institute Field Studies ^{RISE} fall only (MKTG:3000 & 3700, admission to Marketing Institute)	
MKTG:4101 Integrated Marketing Communications (MKTG:3000)	
MKTG:4200 Sales Management (MKTG:3000)	
MKTG:4201 Professional Selling (MKTG:3000)	
MKTG:4250 Marketing & Sustainability ^{RISE} (MKTG:3000)	
MKTG:4300 International Marketing (MKTG:3000)	
MKTG:4400 Digital Marketing (MKTG:3000)	
MKTG:4405 Marketing Sales and Promotion (MKTG:3000)	

Offered intermittently:

MKTG:3103 Advanced Marketing Research ^{RISE} (MKTG:3000 & MKTG:3100)	
MKTG:3300 Web Business Strategy (MKTG:3000)	
MKTG:4000 Contemporary Topics in Marketing (MKTG:3000) <i>repeatable, but can be used only once in the major</i>	
MKTG:4410 Consumer Relationship Management (MKTG:3000)	
MKTG:4800 Marketing Consulting Project ^{RISE} (MKTG:3000 & 3100)	
MKTG:4999 Marketing Research (BUS:1999)	

Sample Four-Year Plan

First Year (0-29 s.h.)

1 st Semester	s.h.	2 nd Semester	s.h.
MATH:1350 Quantitative Reasoning for Business	4	STAT:1030 Statistics for Business	4
RHET:1030 Rhetoric	4	ECON:1100 Principles of Microeconomics	4
General education	3	BAIS:1500 Business Computing Essentials	2
General education	3	General education	3
CSI:1600 Success at Iowa	2	General education	3
	16		16

Second Year (30-59 s.h.)

1 st Semester	s.h.	2 nd Semester	s.h.
ACCT:2100 Intro. to Financial Accounting	3	ACCT:2200 Managerial Accounting	3
ECON:1200 Principles of Macroeconomics	4	BAIS:2800 Foundations of Business Analytics	3
MGMT:2000 Intro. to Law	3	MKTG:3000 Intro. to Marketing Strategy	3
General education	3	General education**	3
BUS:2200 Foundations for Success in Business	1	Minors; certificates; non-business; electives*	3
	14		15

Third Year (60-89 s.h.)

1 st Semester	s.h.	2 nd Semester	s.h.
MKTG:3050 Professional Prep. in Mktg.	2	Marketing track course	3
MKTG:3100 Marketing Research	3	Marketing track course	3
MKTG:3200 Consumer Behavior	3	BAIS:3000 Operations Mgmt.	2
BUS:3000 Bus. Comm. & Protocol	3	BAIS:3005 Information Systems	2
General education	3	MGMT:2100 Intro. to Management	3
Minors; certificates; non-business; electives	2	Minors; certificates; non-business; electives	3
	16		16

Fourth Year (90-120 s.h.)

1 st Semester	s.h.	2 nd Semester	s.h.
MKTG:3055 Career Prep.	1	MKTG:4500 Marketing Capstone	3
Marketing elective	3	Minors; certificates; non-business; electives	3
FIN:3000 Intro. to Financial Mgmt.	3	Minors; certificates; non-business; electives	3
Minors; certificates; non-business; electives	3	Minors; certificates; non-business; electives	3
Minors; certificates; non-business; electives	3	Minors; certificates; non-business; electives	2
	13		14

*Students are required to complete 52 s.h. of non-business course work. Courses with a prefix of ACCT, BAIS, BUS, ECON, ENTR, FIN, MGMT, MSCI, MKTG will not count towards non-business hours. Check degree audit at #8.

**Diversity and Inclusion General Education- Required for students admitted to the UI starting FA21 or later

Notes

Review Degree Audit	Completed	Hours in	Remaining
#2 120 sh			
#4 48 sh Business			
#6 24 sh UI Business			
#8 52 sh non-bus.			
#11 45 sh Residence			