Marketing
Fall 2020, Spring 2021, & Summer 2021
Tippie.uiowa.edu/advising

General Education (18 - 28 s.h.)
For students admitted to UI Summer 2017 or later.
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 or 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 3
(15 s.h. Tippie students; 30 s.h. non-Tippie students)

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) 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
MGMT:3000 Intro. to Marketing Strategy 3
BUS:3000 Bus. Comm. & Protocol (RHET:1030, admission to Tippie) 3

Tippie RISE (0-3 s.h.)
Complete at least one of the following; see degree audit for course options
Research with Faculty 0-3
Internship Course (i.e. BUS:3100 or CCP:1201) 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)
- Fall 2020 admission, apply through Change of College Application in MyUI by May 1
- For future admission, apply through Change of College Application in MyUI by September 1 for spring admission and February 1 for fall admission
- Complete Standard Admit Pre Admission Requirement

Marketing Major Requirements (21 s.h. total)
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.) 1
MKTG:4500 Marketing Capstone Must be taken at UI. (MKTG:3000, 3050, 3100, 3200 & 1 more MKTG course above 3100, 90 s.h.) 3

Complete one track from the following four options:

Marketing Analytics track (9 s.h.)
MKTG:3101 Marketing Metrics (MKTG:3000 & 3100) 3
MKTG:3102 Marketing Analytics (MKTG:3000 & 3100) 3
MKTG elective: choose one additional class from elective list below

Professional Sales & Management track (9 s.h.)
MKTG:4200 Sales Management (MKTG:3000) 3
MKTG:4201 Professional Selling (MKTG:3000) 3
MKTG elective: choose one additional class from elective list below

Retail Management track (9 s.h.)
MKTG:3400 Retail Strategies (MKTG:3000) 3
MKTG:3401 Merchandise Management (MKTG:3000) spring only 3
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) 3
MKTG:3102 Marketing Analytics (MKTG:3000 & 3100) 3
MKTG:3400 Retail Strategies (MKTG:3000) 3
MKTG:3401 Merchandise Management (MKTG:3000) spring only 3
MKTG:3701 MKTG Institute Field Studies RISE (MKTG:3000 & 3700, admission to Marketing Institute) 3
MKTG:4101 Integrated Marketing Communications (MKTG:3000) 3
MKTG:4200 Sales Management (MKTG:3000) 3
MKTG:4201 Professional Selling (MKTG:3000) 3
MKTG:4250 Marketing & Sustainability RISE (MKTG:3000) 3
MKTG:4300 International Marketing (MKTG:3000) 3
MKTG:4400 Digital Marketing (MKTG:3000) 3

Offered intermittently:
MKTG:3103 Advanced Marketing Research RISE (MKTG:3000) 3
MKTG:3300 Web Business Strategy (MKTG:3000) 3
MKTG:4000 Contemporary Topics in Marketing (MKTG:3000) 3
repeatable, but can be used only once in the major
MKTG:4410 Consumer Relationship Management (MKTG:3000) 3
MKTG:4800 Marketing Consulting Project RISE (MKTG:3000 & 3100) 3

This form is a planning tool only —Consult your degree audit on MyUI to see all degree requirements.
Updated: 2/28/20