**Marketing**

Fall 2018, Spring 2019, & Summer 2019

Tippie.uiowa.edu/advising

---

### General Education (22-32 s.h.)

For students admitted to UI Summer 2017 or later. Prerequisites in parenthesis.  
- RHET:1030 Rhetoric 4
- 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 and Global Issues 3
- Social Sciences (excluding ECON:1100 & ECON:1200) 3

### Prerequisites Required for admission (15 s.h.)

- MATH:1380 Calc. & Matrix Algebra for Bus. (MATH:1340 or placement) 4
- STAT:1030 Statistics for Business 4
- ECON:1100 Principles of Microeconomics 4
- ACCT:2100 Introduction to Financial Accounting (30 s.h.) 3

### Business Core Part I Required to declare major (9 s.h.)

- MSCI:1500 Business Computing Essentials 2
- ECON:1200 Principles of Macroeconomics 4
- ACCT:2200 Managerial Accounting (ACCT:2100, ECON:1100, MATH:1380) 3

### Business Core Part II Business Core Part II (24 s.h.)

- MSCI:3005 Information Systems (MSCI:1500) 3
- MSCI:2800 Business Analytics (MATH:1380, STAT:1030, MSCI:1500) 3
- MGMT:2000 Intro. to Law (30 s.h.) 3
- FIN:3000 Intro. Financial Mgmt. (ACCT:2100, ECON:1100 & 1200, 60 s.h.) 3
- MGMT:2100 Intro. to Management (30 s.h.) 3
- MKTG:3000 Intro. to Marketing Strategy (60 s.h.) 3
- MSCI:3000 Operations Mgmt. (STAT:1030, 60 s.h.) 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 (BUS:3100 or CCP:1201) 0-3
- Study Abroad 3
- Experiential Course 3

### Semester hours (s.h.) needed for BBA degree

- 120 s.h. minimum (#2 on degree audit)
  - Completed s.h.: ______
  - In progress s.h.: ______
  - 120 - (completed + in progress) = ______
- 48 s.h. business (#4 on degree audit)
  - 24 s.h. UI business (#6 on degree audit)
- 60 non-business s.h. minimum (#8 on degree audit)
  - ACCT, BUS, ECON, ENTR, FIN, MGMT, MSCI, and MKTG will not count towards non-business hours, with the exception of ECON:1100 and 1200.
    - Completed non-bus. s.h.: ______
    - In progress non-bus. s.h.: ______
    - 60 - (completed + in progress) = ______
- 30 UI s.h. after admission to Tippie (#11 on degree audit)

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

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

### Common requirements (11 s.h.)

- MKTG:3050 Professional Prep. in Mktg. (co-req: MKTG:3000) S/U graded 2
- MKTG:3100 Marketing Research (MKTG:3000, MSCI:2800) 3
- MKTG:3200 Consumer Behavior (MKTG:3000) 3
- MKTG:3055 Career Prep for MKTG (MKTG:3000 & 3050) 1
- MKTG:4500 Marketing Mgmt. This 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 Management track (9 s.h.)

- MKTG electives: choose three courses from elective list below

#### Retail Management track (9 s.h.)

- MKTG electives: one from elective list below

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

- MKTG electives: one from elective list below

#### Marketing Analytics track (9 s.h.)

- MKTG electives: one from elective list below

### Marketing electives

- Fall only:
  - MKTG:3101 Marketing Metrics (MKTG:3000 & 3100) fall only
  - MKTG:3401 Merchandise Management (MKTG:3000) spring only
  - MKTG:4200 Sales Management (MKTG:3000) fall only
  - MKTG:4201 Professional Selling (MKTG:3000) spring only
  - MKTG:4250 Marketing & Sustainability (MKTG:3000) spring only

- Spring only:
  - MKTG:4000 Contemporary Topics in Marketing (MKTG:3000)
  - MKTG:4800 Field Studies in Marketing (MKTG:3000)
  - MKTG:4300 International Marketing (MKTG:3000)

- Intermittent:
  - MKTG:3103 Advanced Marketing Research (MKTG:3000 & 3100)

### Standard Admission Requirements

- Complete a minimum of 12 UI s.h.
- Complete 4 prerequisite courses with a grade of C or higher
- Earn a UI, cumulative, and prerequisite GPA of 2.75 or higher
- Apply online by December 1 for spring admission or May 1 for fall

---

This form is a planning tool only—Consult your degree audit on MyUI to see all degree requirements.
# Sample Four-Year Plan

## First Year (0-30 s.h.)

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH:1380 Calc. &amp; Matrix Algebra for Bus.</td>
<td>STAT:1030 Statistics for Business</td>
</tr>
<tr>
<td>RHET:1030 Rhetoric</td>
<td>ECON:1100 Principles of Microeconomics</td>
</tr>
<tr>
<td>General education</td>
<td>General education</td>
</tr>
<tr>
<td>General education</td>
<td>General education</td>
</tr>
<tr>
<td>CSI:1600 Success at Iowa</td>
<td>General education</td>
</tr>
</tbody>
</table>

16 s.h.

## Second Year (30-60 s.h.)

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT:2100 Intro. to Financial Accounting</td>
<td>ACCT:2200 Managerial Accounting</td>
</tr>
<tr>
<td>MSCI:2800 Business Analytics</td>
<td>ECON:1200 Principles of Macroeconomics</td>
</tr>
<tr>
<td>MGMT:2000 Intro. to Law</td>
<td>MGMT:2100 Intro. to Management</td>
</tr>
<tr>
<td>General education</td>
<td>General education</td>
</tr>
<tr>
<td>Non-business elective</td>
<td>Elective</td>
</tr>
</tbody>
</table>

15 s.h.

## Third Year (60-90 s.h.)

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG:3050 Professional Prep. in Mktg.</td>
<td>MKTG:3100 Marketing Research</td>
</tr>
<tr>
<td>MKTG:3000 Intro. to Marketing Strategy</td>
<td>MKTG:3200 Consumer Behavior</td>
</tr>
<tr>
<td>MSC:3005 Information Systems</td>
<td>Non-business elective</td>
</tr>
<tr>
<td>General education</td>
<td>Non-business elective</td>
</tr>
<tr>
<td>Non-business elective</td>
<td>Elective</td>
</tr>
</tbody>
</table>

15 s.h.

## Fourth Year (90-120 s.h.)

<table>
<thead>
<tr>
<th>1st Semester</th>
<th>2nd Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing track course</td>
<td>MKTG:4500 Marketing Mgmt.</td>
</tr>
<tr>
<td>Marketing track course</td>
<td>Marketing track course</td>
</tr>
<tr>
<td>MKTG:3055 Career Prep.</td>
<td>Elective</td>
</tr>
<tr>
<td>MSC:3000 Operations Mgmt.</td>
<td>Non-business elective</td>
</tr>
<tr>
<td>General education</td>
<td>Non-business elective</td>
</tr>
<tr>
<td>Non-business elective</td>
<td>Elective</td>
</tr>
</tbody>
</table>

14 s.h.

## Notes

Tippie Undergraduate Program Office C140 PBB (319) 335-1037  
Marketing Department S252 PBB (319) 335-1013