

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. s.h.

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 (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. s.h.

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

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

MKTG:4200 Sales Management (MKTG:3000) fall only
 MKTG:4201 Professional Selling (MKTG:3000) spring only
 MKTG elective: one from elective list below

Marketing Analytics track (9 s.h.)

MKTG:3101 Marketing Metrics (MKTG:3000 & 3100) fall only
 MKTG:3102 Marketing Analytics (MKTG:3000 & 3100)
 MKTG elective: one from elective list below

Marketing electives

Fall only:

MKTG:3101 Marketing Metrics (MKTG:3000 & 3100)
 MKTG:3400 Retail Strategies (MKTG:3000)
 MKTG:4200 Sales Management (MKTG:3000)
 MKTG:3701 MKTG Institute Field Studies^{RISE}
 (MKTG:3000 & 3700, admission to Marketing Institute)

Spring only:

MKTG:3300 Web Business Strategy (MKTG:3000)
 MKTG:3401 Merchandise Management (MKTG:3000)
 MKTG:4201 Professional Selling (MKTG:3000)

Fall & Spring:

MKTG:3102 Marketing Analytics (MKTG:3000 & 3100)
 MKTG:4101 Integrated Marketing Communications (MKTG:3000)
 MKTG:4250 Marketing & Sustainability (MKTG:3000)
 MKTG:4300 International Marketing (MKTG:3000)

Intermittent:

MKTG:3103 Advanced Marketing Research^{RISE} (MKTG:3000)
 MKTG:4800 Field Studies in Marketing (MKTG:3000 & 3100)
 MKTG:4000 Contemporary Topics in Marketing (MKTG:3000)
 repeatable, but can be used only once in the major

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

Sample Four-Year Plan

First Year (0-30 s.h.)			
<u>1st Semester</u>	<u>s.h.</u>	<u>2nd Semester</u>	<u>s.h.</u>
MATH:1380 Calc. & Matrix Algebra for Bus.	4	STAT:1030 Statistics for Business	4
RHET:1030 Rhetoric	4	ECON:1100 Principles of Microeconomics	4
General education	3	MSCI:1500 Business Computing Essentials	2
General education	3	General education	3
CSI:1600 Success at Iowa	2	General education	3
	16		16
Second Year (30-60 s.h.)			
<u>1st Semester</u>	<u>s.h.</u>	<u>2nd Semester</u>	<u>s.h.</u>
ACCT:2100 Intro. to Financial Accounting	3	ACCT:2200 Managerial Accounting	3
MSCI:2800 Business Analytics	3	ECON:1200 Principles of Macroeconomics	4
MGMT:2000 Intro. to Law	3	MGMT:2100 Intro. to Management	3
General education	3	General education	3
Non-business elective	3	Elective	2
	15		15
Third Year (60-90 s.h.)			
<u>1st Semester</u>	<u>s.h.</u>	<u>2nd Semester</u>	<u>s.h.</u>
MKTG:3050 Professional Prep. in Mktg.	2	MKTG:3100 Marketing Research	3
MKTG:3000 Intro. to Marketing Strategy	3	MKTG:3200 Consumer Behavior	3
BUS:3000 Bus. Comm. and Protocol	3	FIN:3000 Intro. Financial Mgmt.	3
MSCI:3005 Information Systems	3	Non-business elective	3
Non-business elective	3	Non-business elective	3
Elective	1		
	15		15
Fourth Year (90-120 s.h.)			
<u>1st Semester</u>	<u>s.h.</u>	<u>2nd Semester</u>	<u>s.h.</u>
Marketing track course	3	MKTG:4500 Marketing Mgmt.	3
Marketing track course	3	Marketing track course	3
MKTG:3055 Career Prep.	1	Elective	3
MSCI:3000 Operations Mgmt.	3	Non-business elective	3
Non-business elective	3	Non-business elective	2
Elective	1		
	14		14

Notes