

Marketing Major: Advertising and Digital Media (Last Revised 07/2020)

Required Business Core (39 hours)		Credit
ECON 1041	Principles of Macroeconomics	3 hrs.
ECON 1051	Principles of Microeconomics (ECON 1041)	3 hrs.
ECON 1011	Statistics for Business Analytics (STAT 1772 <u>OR</u> equivalent)	3 hrs.
ECON 1021	Decision Analytics (STAT 1772 <u>OR</u> equivalent)	3 hrs.
ACCT 2120	Principles of Financial Accounting (Sophomore standing)	3 hrs.
ACCT 2130	Principles of Managerial Accounting (Sophomore standing; C- or better in ACCT 2120)	3 hrs.
MGMT 2080	Introduction to Information Systems	3 hrs.
MKTG 2110	Principles of Marketing (Sophomore standing; CBA Admittance; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
FIN 3130/5130	Corporation Finance (Junior standing; CBA Admittance; ACCT 2120; ECON 1011; ECON 1041; ECON 1051)	3 hrs.
MGMT 3153	Organizational Management (Junior standing; CBA Admittance)	3 hrs.
MGMT 3100	Legal & Social Environment of Business (Junior standing; CBA Admittance)	3 hrs.
MGMT 3154	Operations Management (Junior standing; CBA Admittance; ACCT 2120; ACCT 2130; MGMT 2080; ECON 1011; ECON 1021)	3 hrs.
MGMT 4175	Business Policy & Strategy (Senior standing; completion of rest of CBA Core)	3 hrs.

Marketing Major Requirements (9 hours)		Credit
MKTG 3113/5113	Consumer Behavior (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3116/5116	Marketing Research (Junior standing; MKTG 2110; MGMT 2080; STAT 1772 <u>OR</u> equivalent; ECON 1011; ECON 1021; ECON 1031 or ECON 1041)	3 hrs.
MKTG 4170/5170	Marketing Strategy (Senior standing; MKTG 2110; MKTG 3113; MKTG 3116; MGMT 2080; STAT 1772 <u>OR</u> equivalent; ECON 1011; ECON 1021; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.

Advertising and Digital Media Emphasis (9 hours)		Credit
MKTG 3143	Advertising and Promotion (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.
MKTG 3146	Digital Advertising (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	3 hrs.

+ Marketing Electives (3 hours)		Credit
MKTG 3148	Digital Customer Experience (MKTG 2110 or consent of instructor)	3 hrs.
MKTG 3583/5583	Entrepreneurship (BUSINESS 2010 or (ACCT 2120; ACCT 2130; FIN 3130/5130; STAT 1772 <u>OR</u> equivalent <u>AND</u> ECON 1011); MKTG 2110; ECON 1031 <u>OR</u> (ECON 1041 <u>AND</u> ECON 1051))	3 hrs.
MKTG 4150	Advertising Campaign Development (Senior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041; MKTG 3143 <u>OR</u> MKTG 3146 <u>OR</u> instructor approval) (Spring only)	3 hrs.
MKTG 4595	Marketing Internship (Senior standing; MKTG 2110; MKTG 3113; MKTG 3116; MGMT 2080; STAT 1772 <u>OR</u> equivalent; ECON 1011; ECON 1021; ECON 1031 <u>OR</u> ECON 1041; 2.5 UNI GPA or better)	3 hrs.*

Credit

Professional Readiness Requirements (0 hours)

BUSINESS 1000	Introductory Seminar for Business Professionals	0 hrs.
BUSINESS 2000	Business Professionals in Training (Business 1000)	0 hrs.

Professional Readiness Recommended (0 hours)

BUSINESS 3000	Intermediate Professional Skills (Business 2000)	0 hrs.
BUSINESS 4000	Advanced Professional Skills (Business 3000)	0 hrs.

***Special Note on 4595 – Marketing Internship**

Students may earn up to 8 semester hours of credit in 4595 Marketing Internship. However, only 3 hours will count towards an Emphasis Area. The hours earned beyond 3 apply to University Electives.

Other Marketing Courses

The following courses are not accepted for credit toward the Marketing major, but they may be applied towards the 18 hours of University Electives needed to graduate:

MKTG 3179	Cooperative Education: Marketing (Junior standing; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041; 2.50 UNI GPA or better)	1-12 hrs.
MKTG 4198	Independent Study (Junior standing; Department Head approval; MKTG 2110; ECON 1031 <u>OR</u> ECON 1041)	1-6 hrs.

DOUBLE MAJORS/MINORS POLICY for MARKETING

Marketing majors may declare a double major and/or major and minor within the College of Business Administration, subject to the regulations imposed by those CBA departments affected. Marketing majors may declare additional CBA majors in one or more of the following areas only: Accounting, Business Teaching, Economics (any emphasis), Finance, Management, MIS and Real Estate. Marketing majors minoring with the CBA must select these minors: Finance, International Business/Business, Real Estate/Business, Economics, or Business Communications. A total cumulative or UNI cumulative GPA of 2.5 is required to declare a double major and/or minor in business.

ADMISSION STANDARDS

STUDENTS SEEKING A MAJOR IN ACCOUNTING, BUSINESS TEACHING, ECONOMICS (BUSINESS ECONOMICS EMPHASIS), FINANCE, REAL ESTATE, MANAGEMENT, SUPPLY CHAIN MANAGEMENT, MANAGEMENT INFORMATION SYSTEMS, OR MARKETING MUST BE ADMITTED TO THE COLLEGE OF BUSINESS ADMINISTRATION (CBA) AND MEET ALL COURSE PREREQUISITES BEFORE TAKING UPPER-DIVISION (3000/4000-LEVEL) CBA COURSES, INCLUDING MKTG 2110 PRINCIPLES OF MARKETING.

Students are eligible for admission to the CBA upon completion of the following requirements:

1. Completion of the ALEKS Mathematics Placement Examination
2. 30 Cumulative Semester hours of college credit
3. C- or better in the following Business Core Courses:
 - a. ECON 1021 Decision Analytics OR ECON 1011 Statistics for Business Analytics and
 - b. ECON 1041 Principles of Macroeconomics
4. C- or better in an **approved** English composition course.
5. Total or UNI* cumulative GPA of at least 2.50 on all university-level courses
6. Declaration of Curriculum form filed with UNIBusiness Office for Professional Distinction (CBB 5)

GRADUATION STANDARDS

1. A cumulative UNI GPA of 2.20 or better.
2. A cumulative GPA of 2.20 or better for all CBA business courses (ACCT, MKTG, MGMT, FIN, ECON) taken at UNI.
3. Earn at least 50% of their business credit hours required for the major at UNI.

Copies of the CBA admission policy and graduation requirements can be obtained from UNIBusiness Advising, CBB 5 (tel: 319-273-2144) and can be found online at <http://business.uni.edu/advising>.

SUGGESTED PROGRAM of STUDY for MARKETING MAJORS

Freshman Year

Fall

ECON 1041 Prin. of Macroeconomics	3 hrs.
Liberal Arts Core / Electives (particularly STAT 1772)	
Preparatory Mathematics, if needed	
MATH 0100 or MATH 1110 or MATH 1140	12 hrs.
BUSINESS 1000 Introductory Seminar for Bus. Prof.	0 hrs.
Total semester hours	15 hrs.

Spring

ENGLISH 1005 College Writing & Research	3 hrs.
ECON 1011 Statistics for Business Analytics	3 hrs.
ECON 1051 Prin. of Microeconomics	3 hrs.
Liberal Arts Core/Electives	6 hrs.
Total semester hours	15 hrs.

Sophomore Year

Fall

ACCT 2120 Prin. of Financial Acct.	3 hrs.
ECON 1021 Decision Analytics	3 hrs.
Liberal Arts Core/Electives	9-10 hrs.
BUSINESS 2000 Bus. Prof. in Training	0 hrs.
Total semester hours	15-16 hrs.

Spring

ACCT 2130 Prin. of Managerial Acct.	3 hrs.
MGMT 2080 Intro. to Info. Systems	3 hrs.
MKTG 2110 Principles of Marketing	3 hrs.
Liberal Arts Core/Electives	6-7 hrs.
Total semester hours	15-16 hrs.

Junior Year

Fall

MKTG 3113 Consumer Behavior	3 hrs.
MGMT 3100 Legal & Social Environment	3 hrs.
MGMT 3153 Organizational Mgmt.	3 hrs.
Liberal Arts Core/Electives	6 hrs.
Total semester hours	15 hrs.

Spring

MKTG 3116 Marketing Research	3 hrs.
MGMT 3154 Operations Mgmt.	3 hrs.
MKTG 3000 Marketing Emphasis	3 hrs.
Liberal Arts Core/Electives	6 hrs.
Total semester hours	15 hrs.

Senior Year

Fall

FIN 3130/5130 Corp. Finance	3 hrs.
MKTG 3000 Marketing Elective	3 hrs.
Liberal Arts Core/Electives	8 hrs.
Total semester hours	14 hrs.

Spring

MGMT 4175 Business Policy & Strategy	3 hrs.
MKTG 3000 Marketing Emphasis	3 hrs.
MKTG 4170/5170 Marketing Strategy	3 hrs.
Liberal Arts Core/Electives	6 hrs.
Total semester hours	15 hrs.

TENTATIVE SCHEDULE of MARKETING COURSES

This schedule of courses can be a helpful guide to plan the courses needed to complete the Marketing major. It is important to check the current official university schedule of classes for courses actually offered in a particular semester. The schedule listed is tentative, since actual offerings are influenced by uncontrollable factors such as university funding, student interest, and faculty expertise, all of which may not be certain, as far in advance, as when this guide was prepared.

Course Number	Title	(Semester Offered)		
		Fall	Spring	Summer
MKTG 2110	Principles of Marketing	Yes	Yes	Yes
MKTG 3113	Consumer Behavior	Yes	Yes	Yes
MKTG 3116	Marketing Research	Yes	Yes	No
MKTG 4170	Marketing Strategy	Yes	Yes	No
MKTG 3143	Advertising & Promotion	Yes	Yes	No
MKTG 3146	Digital Advertising	Yes	Yes	No
MKTG 3153	Professional Selling	Yes	Yes	No
MKTG 3154	Sales Management	Yes	Yes	No
MKTG 3163	Distribution & Logistics	Yes	Yes	No
MKTG 3166	Retail Management	No	No	No
MKTG 3173	New Product Management	Yes	No	No
MKTG 3176/5176	Global Marketing	Yes	Yes	No
MKTG 3178	Global Trade Practices	No	Yes	No
MKTG 3179	Cooperative Education: Marketing	Yes	Yes	Yes
MKTG 3583/5583	Entrepreneurship	Yes	Yes	No
MKTG 3586/5586	Entrepreneurial Strategy	Yes	Yes	No
MKTG 3595	Value Based Pricing	No	No	No
MKTG 4150	Advertising Campaign Development	No	Yes	No
MKTG 4595	Marketing Internship	Yes	Yes	Yes
MKTG 4198	Independent Study	Yes	Yes	Yes